

# THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

Vol. LXX. No. 2.

NEW YORK AND CHICAGO, JULY 8, 1911.

PER ANNUM, \$2.00  
SIX MONTHS, \$1.00

## EXPRESS RATES CUT

Fearing An Order to Do So, All Companies  
But One Rush Reduced Tariffs to  
Interstate Commission—Rates  
Effective August 1.

OFFICIALS of the Interstate Commerce Commission were taken by surprise on Friday of last week when a bulky package was delivered to them containing new express tariffs from all the express companies in the United States except the Long Island company. The new rates were dumped in on the commission only a short time before the closing hour, but a hasty checking showed that the tariffs call for large reduction in express rates beginning on August 1.

### SUBSTANTIAL REDUCTIONS MADE.

In the hurried comparison that has been made between the new and the old rates it appears, for one thing, that in the case of long hauls of express packages to non-competitive points the general reductions amount to as high as 100 per cent. Officials of the commission say that the new rates will bring substantial reductions on 90 per cent. of the traffic handled by the 16 or 17 express companies of the country.

The new tariffs also show that the companies have completely abandoned their double graduate system of charging for express packages weighing less than 100 pounds. Under this system every express company participating in the transportation charged its own separate rate for the distance hauled. The new tariffs provide for a charge based on a through haul.

In this connection the following instance illustrating the change is cited. Under the system now prevailing in a haul between certain points where the rate is \$1.25 per 100 pounds and two companies are participating, each company will charge 50 cents for a package of 10 pounds, with proportionate graduating charges from one up to 100 pounds. Under the new system as filed today 75 cents will take a package through to its destination.

### COMPANIES FEARED REDUCTION ORDERS.

The impression in Washington is that this voluntary action on the part of the express companies is designed to anticipate orders by the Interstate Commerce Commission reducing express rates. The commission has been conducting an investigation into the rate rules and regulations of exercises for some time, and the general belief is that the commission will hold down a report holding that the rates are too high.

The question of establishing a parcel post has come up again, and is being actively promoted before the Post Office Commission of the House. In addition to the agitation for Parcels Post, Democrats have been stirring up the subject of an investigation of the express companies. All of these activities may have had an influence upon the decision of the companies in regard to today's tariff charges.

Under the law railroad and express companies are compelled to give 30 days' notice of changes in rates, unless excused from doing so by the commission. The express companies are apparently anxious to have the new rates go into effect on August 1. Today was the last day on which they could file them to become effective on that date.

### Identified by Fountain Pen.

The ownership of a vest found on the beach at St. Joseph, Mich., last week caused considerable speculation as various guesses were made as to the fate of the owner. After an investigation, however, in which Captain Stevens, of the life-saving station, and the local police cooperated, it was learned that the vest possibly belonged to Captain Rand, of the ill-fated schooner, J. D. Marshall, which went down off Michigan City four weeks ago. On inquiry of Mrs. Rand that lady said that the identity would have been positive if the Waterman fountain pen which the captain always carried had been found in the vest. The boys who originally found the vest were then interrogated and confessed taking the pen when they found the vest on the beach.

## THE CONVENTION

The Board of Control Will Meet at the  
Statler House, Buffalo, October 9—  
Convention Sessions On the 10th,  
11th and 12th.

ALTHOUGH the annual convention of The National Association of Stationers and Manufacturers is three months in the future, still the arrangements for the meeting are now pretty well made. The date is set, the place determined, hotel accommodations have been arranged for and some of the subjects that will be considered, together with the speakers, have been selected.

This week it has been definitely decided that the Board of Control of the Association will meet at The Statler in Buffalo on October 9, the day before the convention assembles. As the Board will have but one day in which to decide a thousand and one questions it is hoped that committee members and others whose work must be passed on by the Board should finish their appointed tasks before going to Buffalo. By being fore-handed in this respect the work of the Board and of the convention in fact, will be greatly facilitated.

Another matter that should be decided at the earliest prescribed date is the question of attendance. A decision on this matter can be given now just as well as a few days before the date of meeting. So instead of hesitating about it and postponing action till the last minute stationers should send word to Secretary Byers, 41 Park Row, New York, at once, that they are going to the annual convention of the trade—and to listen, work and vote for the benefit of the whole trade.

It is certain that even if the present tenor of the sales force may be entirely disheartening, practical man-to-man talks will find a good proportion of men worth the reforming. Find out who they are, drop the rest of them and sail out for the better things in business.

## UNIFORM TRUNK SIZE

Trade Organizations Co-operating With the National Trunk Association to Secure Modification of Western Ruling.

There have been no further developments of a definite nature in the trunk size ruling, says Trunks, Leather Goods and Umbrellas. Opposition to the stand taken by the Trunk Line Association, comprising roads west of Pittsburg, for a 40-inch limit is becoming more active through the co-operation of various trade organizations with the Trunk Manufacturers' Association, and some good work is being done by the organizations representing industries affected most seriously. Among those which have entered protests are the National Wholesale Clothiers' Association, the National Wholesale Milliners' Association and prominent commercial bodies located in various cities, particularly of the Middle West. In most instances, committees have been appointed to conduct negotiations with the railroads and continue the fight against what is considered an unfair discrimination.

### WESTERN LIMIT 40 INCHES.

The modification of the original ruling by which the limit of 45 inches is accepted by Eastern roads has encouraged the trunk manufacturers to expect a universal adoption of this size, although the Western roads still hold firm on the original ruling of 40 inches. We are informed that the Eastern roads are definitely settled on the 45-inch limit, and there is no reason to believe the decision will be influenced by the action of Western lines in refusing to modify the original ruling. Efforts of the trunk and other trade organizations are now directed to securing a uniform limit of 45 inches. Since the adoption of the 45-inch rule by Eastern roads, no action has been taken in the West, but it is possible something definite will be announced at an early date. If adverse to the trunk manufacturers, the fight will then be continued and a protest filed with the Interstate Commerce Commission. Success in the East gives assurance of the desired modification elsewhere, since authorities declare the rule must be uniform throughout the entire country, as conditions are practically the same. It is not considered possible that the Interstate Commerce Commission will allow a different size limit between the Eastern and Western roads.

### PROTEST CAN BE HEARD NOW.

It has been stated that in order to bring the matter before the Commission the ruling must first be put into practical operation. That is, the contest must be suspended until after January 1, 1911, when the rule goes into effect. From information we have, it will not be necessary to

wait until the rule goes into effect in order to contest it before the Interstate Commerce Commission. If an agreement satisfactory to all parties concerned cannot be arranged between the manufacturing interests of this country and the railroad companies, the matter will be in shape to be placed in the hands of the Interstate Commerce Commission by the filing of a formal complaint, which will necessitate the railroads affected defending their position in the matter.

### BASIS OF TAXATION FOR EXCESS LENGTH.

Considerable speculation has developed in retail trade circles as to the application of the new ruling on trunks that are actually in excess of the free weight limit of 150 pounds. It is understood by many that the excess will be estimated by size, additional length being figured in lieu of weight. Such an interpretation is erroneous. Rule No. 10, governing the excess charge for additional length over 45 inches does not affect the old excess weight rule, merely taxing the passenger an additional amount for the larger size trunk based on ten pounds to every inch. For a trunk weighing 200 pounds packed and 50 inches high, there would be two excess charges, one for 50 pounds on weight and another for 100 pounds based on size, making a total of 150 pounds excess to be charged to the traveler. Thus it will be seen that on most wardrobes of the large sizes there will be a considerable expense for transportation. The tax for large size is an extra and independent burden.

### TEXT OF RULE NO. 10.

The following is the official form of the famous Rule No. 10, as modified and adopted by the Trunk Line Association, comprising roads east of Pittsburg. The original rule now insisted on by Western lines is the same except the change of size from 40 to 45 inches:

"(a) Up to and including December 31, 1911, rules and regulations existing at present will govern the dimensions of single pieces of baggage to be accepted for checking.

"(b) Commencing January 1, 1912, for any piece of baggage of any class (except immigrant baggage checked at port of landing), the greatest dimensions of which exceed forty-five (45) inches, there will be an additional charge for each inch equal to the charge for ten (10) pounds of excess baggage.

"(c) Commencing January 1, 1912, no piece of baggage of any class the greatest dimensions of which exceeds seventy (70) inches (except immigrant baggage checked at port of landing) will be transported in baggage cars."

Remember looking at the goodies in the confectioner's window? If you had a penny in your little fist? Of course you did. Every youngster us'ter.

## German Toys in This Country

Says T. St. John Gaffney, United States Consul General at Dresden:

On account of the extremely low cost of labor in Germany that country is able to produce some articles at prices with which American manufacturers can not compete.

Especially is this true of such wares as Christmas-tree decorations, which are products of Thuringian home work. This industry increases in importance every year, and the large number of people engaged in it occasions the frequent introduction of novelties. The change of taste in toys must also be catered to, and toys made on new and progressive principles are most popular. Among dolls, so-called character dolls, laughing and crying babies, etc., are in great demand. Germany's monopoly in dolls' heads is, like its monopoly in Christmas-tree decorations, quite unassailable, and even the important French doll factories are dependent on German manufacturers for their supply of heads.

France has also quite a large output of mechanical toys, but is far outdistanced by Germany, which supplies to the American public each year great quantities of new and original toys of this kind. Nuremburg steel and "tin" toys, however, are being supplanted more and more by American goods. Electric railways, machinery, trains, and all toys of that kind are being produced in the States. The American demand for goods such as Noah's arks, farm-yard sets, etc., from the toy-making districts of the Saxon Mountains (Grunhainichen and Olbernhau) is rapidly falling off. The United States market for tin drums is now almost altogether supplied by American manufacturers.

The change in taste of the American public is shown by the fact that whereas previously Easter had no importance in this connection now it almost rivals Christmas in the amount of business done in toys. On the whole, the toy industry has reason to be pleased with this year's transactions, for, though the position of the trade is not very good, it is better than it was last year.

[According to American official statistics the United States imported toys valued at \$7,565,530 during 1910, an increase of approximately 25 per cent. over the \$6,062,322 total for 1909. Germany's share in this trade was \$6,789,517 and \$5,491,635 for these years, respectively.—B. of M.]

If Betsy Ross sewed the first American Flag, what did Robinson Crusoe?

Did it ever occur to you that the man who slashes the living out of prices is depriving other families than his own of an honest livelihood?

# CRANE'S LADIES' STATIONERY

Sold by All Stationers and Booksellers

These goods are suited to the tastes of the most select trade. Their merits are known the world over, and they yield a profit to the dealer. Once tried, the purchaser becomes a regular customer.

Presented in the Following Styles and Qualities:

**SUPERFINE QUALITY.**

In light Blue Boxes, containing ¼ ream of Note Paper each, and in separate Boxes ¼ thousand Envelopes corresponding.

**EXTRA SUPERFINE QUALITY.**

In Lavender Colored Boxes, containing ¼ ream of Extra Fine Paper each; in like Boxes are Envelopes to match.

ALL THIS STATIONERY CAN BE RELIED ON AS REPRESENTED. MANUFACTURED BY

Our Papers are supplied in Fine Wedding Stationery, Visiting Cards and other specialties by EATON, CRANE & PIKE CO., Pittsfield, Mass., and 225 Fifth Ave., New York, whose boxes bear the word "CRANE'S" containing our goods.

## Z. & W. M. CRANE, Dalton, Mass.

**Typewriter Ribbons and Ink Pads**  
FOR ALL MACHINES.

**Carbon Papers**

FOR ALL USES.

Also a full line of Typewriter Linen Manifold Papers  
Manifold and Train Order Books a Specialty



**Bicrome and Polychrome Ribbons.**  
FOR ALL TYPEWRITER MACHINES.

**The S. T. Smith Co.**  
11 Barclay St.

Telephone 5922 Barclay

New York City

Discount to the Trade

# ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

**THE ESTERBROOK STEEL PEN MFG. CO.**

95 John Street, New York



**F. WEBER & CO.** 1125 Chestnut St., Philadelphia, Pa.

**Artists' Materials and Draughtsmen's Supplies**

Largest and most complete line of STENCIL MATERIALS and DESIGNS. Catalogue containing over 300 illustrations sent on request.

Outfits for BRASS RELIEF WORK and large assortment of BRASS ARTICLES for decorating.  
Write for special list. Artists' Material Catalogue Vol. 325 mailed on request.



The *Dealer* as a middleman *needs* the co-operation of the manufacturer. *We* have always *needed* the dealer, hence have always protected him. Today more than ever we protect you against the inroads of the "direct to consumer" policy.

## TYPEWRITER RIBBONS and CARBON PAPER

*We* can supply your *needs* in every case as *our line* is *unlimited*. We fill every requirement.

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NEW YORK, N. Y., 261 Broadway    CHICAGO, Ill., 205 W. Monroe St.    LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES in every part of the world—in every city of prominence.



## SANELESS BOSTON!

Stationers in That City Actually Sell a Big Lot of Fireworks Despite the New "Safe and Sane" Regulations.

New England Office, THE AMERICAN STATIONER, 27 Federal St., Boston, July 4, 1911.

Outside the sale of fireworks there was little doing in the way of business. While we should have expected that the stringent rules regarding the sale and use of fireworks would affect the sale of these goods, the contrary proved to be true, as the dealers all report the largest business for many years on the Fourth of July stock. Another feature was the fact that the city has been free from premature celebrations, and, until last night, also almost free from any noise.

### BOSTON THE CONVENTION CITY.

Coming as early in the week as it has this year the "Fourth" enabled many to take a three-and-a-half days' respite from business, and as a result there was little business of any kind transacted yesterday. The tourists' trade and those attending the many conventions being held here (Boston now being recognized as the Convention City of this country) have been the means of increasing the demands for souvenirs, post cards and high-grade novelties. There is not much activity among the commercial stationers, while the demand for photographic supplies and other outdoor accessories continues to increase as we advance into the summer season.

### AN EMPLOYEES' ASSOCIATION URGED.

It is remarkable what a good time can accomplish in the way of establishing closer friendships among those who had been strangers. This refers to the outing of the Boston Stationers' Association at Nantasket Beach a week ago last Saturday. More than half of those in attendance had probably not met or heard of each other before, and the good time afforded them

has so aroused their enthusiasm that again there is a revived talk of forming an association among the employees so they may be brought in close touch more often during the year. It is to be hoped that this question will not be dropped before the ambition of those interested can be fully realized in forming of such an organization.

Samuel Ward, of the Samuel Ward Co., leaves today for a month's outing at his old stamping ground, Eggemoggin, Me.

### BIG GATHERING IN AUGUST.

Great are the preparations which are being made for the Convention of the Federation of Trade Press Associations and the National Advertising Men's Association, which are to be held here the first week in August. It is expected that there will be an attendance of at least 15,000, and the week's programme is so planned as to be equally divided between business meetings and other outings, including a visit to President Taft at the summer capitol at Beverly, Mass.

D. C. Cahalane, representing the Cushman Mfg. Co., of New York, despite the torrid weather of yesterday, with the thermometer registering 96 in the shade, was around bright and early making the rounds of the local dealers.

"Don" Logan, representing the Logan-Swift Division of the United States Envelope Co., made his usual rounds of the local trade during the past week.

Traveling men are becoming a rare quantity in this section, at the present time the only ones calling on the trade being F. L. Coggin, of the National Blank Book Co.; John A. Sherman, of the Sherman Envelope Co., and W. H. Nelson, of the Whitcomb Envelope Co.

Late yesterday afternoon, after suffering for two days with a temperature close to the 100 deg. mark, W. H. Steele, the representative of the Sanford Mfg. Co., of Chicago, was discovered in town calling on the local dealers. As the hot spell was

claimed by the weather man to have originated in Chicago and drifted to this section, no doubt the two uncomfortable days can be laid to the door of the said Steele, as he evidently carried something else besides ink samples in his sample case.

A. A. TANYANE.

## Gresham Blk. Book Co.'s New Home

In order to be in closer touch with its trade the Gresham Blank Book Co., manufacturer of "Superior" blank books, "Superior" copying books, and "Superior" manifold books, has moved its Brooklyn factory and its New York office and salesrooms to No. 316 Hudson street, near Spring street, New York. The company's new telephone number is 7697 Spring.

The new factory is a very busy place just at present, with numerous carpenters and electricians at work. The company is making the move without interruption to business, keeping both the old and the new factories running, only stopping a few machines at one time.

The bringing together of the manufacturing and selling departments will make it possible for the company to give the trade even better treatment than ever before. This will be much appreciated, notwithstanding the fact that the company has always had an unequalled record for the promptness with which it has filled its orders.

The new factory will be absolutely up-to-date, every machine having its own individual motor. The entire plant is run by electricity.

The special work department of the company is equipped to handle with promptness and at very attractive prices, orders for all kinds of special work in quantities.

The trade is cordially invited to visit the company in its new home.

# THE WHITING PAPETERIE LINE

**FOR THE FALL AND HOLIDAY SEASON IS NOW READY**

These boxes merit especial attention and include many exclusive novelties both of Foreign and Domestic manufacture in a varied and attractive assortment.

The prices of these goods make them attractive to both jobber and retailer and selections made now will be held for Fall delivery if desired.

Our travelers are showing the line throughout their respective territories and you are cordially invited to call and see samples in our New York Salesroom.

**Whiting Paper Company**

New York, 148-150-152 Duane Street

Philadelphia, 725 Arch Street



**Makers of High Grade Papers**

Chicago, 209 South State Street

MILLS: HOLYOKE, MASS.

**TOWER MANUFACTURING & NOVELTY CO.**  
 306-308 BROADWAY NEW YORK CITY, N. Y.

WHOLESALE STATIONERS

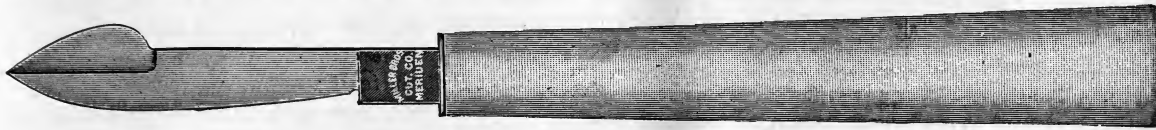
# FANCY OFFICE BASKETS

We have just received a new line of Fancy Office Baskets in different sizes.

Write for descriptive list and prices

N. B.—IF IT IS STATIONERY, WE HAVE IT

## MILLER BROS.' INK ERASERS are the Standard



Made in  
 different shapes  
 and handles  
 of all styles

For sale by all leading Jobbers and Commercial Stationers

### The Hot Spell

and

### SHAW'S BLANK BOOKS

are not unlike in one way—the effect of each is felt practically all over the country—the latter in pleased and satisfied customers.

Ask any First Class Stationer



**The J. G. Shaw Blank Book Co.**  
 261 - 267 Canal Street, New York

## TYPEWRITER RIBBONS FOR ALL MACHINES



**CARBON PAPER**  
 Typewriter and Pencil for All Purposes

OUR SPECIALTY:  
**MULTIGRAPH, PRINTOGRAPH, WRITERPRESS**

Ribbons with Perfect Match Typewriter Ribbons

Write for Samples and Prices

**THE BUCKEYE RIBBON AND CARBON CO.**  
 311 St. Clair Ave., N. W. Cleveland, Ohio

### PUT IT DOWN

in **Black and**

it will

**Write black, look black, stay black**

if it's

**U. S. Treasury Jet Black Ink**

"Non-corrosive."

A  
 Fair Trial  
 Will Prove  
 Its Superiority.

**Wm. A. Davis Co., Mfrs.**  
 Boston.

Miles S. Richmond, Pres.

### NOISY QUAKERS

They Buy Up All the Stationers' Fireworks and Raise a Racket—A Dull Week Otherwise—Travelers Scarce.

(From Our Regular Correspondent.)

PHILADELPHIA, July 5.—It's all over, the bangs included and the biggest Fourth of July business in many years is now only a record in the counting room. Stocks were practically wiped out everywhere, and in many places throughout the city there was a shortage. The cause for the big business was the reaction which came after the agitation for a noiseless Fourth. The passage of certain legislation prohibiting the sale of really dangerous fireworks gave the public a confidence it did not have before and so the market was literally stripped.

STAPLES VERY QUIET.

But the fireworks sale was about the only thing to enliven a typically dull July week, so far as staple trade is concerned. Vacations are on and commercial demands are at a minimum. Salesmen are thinking more of black bass and trout flies than they are of orders and so the jobbers have had few visitors.

CHRISTESON EMPLOYEES' OUTING.

All the employees of the Charles Christeson Company, perhaps fifty in number,

gave outing thoughts very great attention during the week for there was planned, and yesterday successfully carried out, a picnic to Hatfield, Pa., where William Rosenberger, one of the firm's salesmen, has a farm. Walter Reed and A. E. Parker, city salesmen, overlooking nothing that could add to entertainment in planning the flight into the cool of the country and a most delightful day was enjoyed.

A PAPER-MAKING EXHIBIT.

The Library Bureau is giving Chestnut street pedestrians a treat by an exhibition of the various stages in the manufacture of card stock, both out of wood and out of rags. Spruce logs, whole, chipped, then digested and in the various stages toward the finished product, are shown with the corresponding stages of rag transformation close by. That the public is interested in learning something about the "innards" of the products it daily handles is manifested by the crowds attracted here and at the window of the Stuart Brothers Company, where the process of book marbling, recently described in these columns, is still being shown.

WHITNEY NOW REPRESENTS TOWER.

C. Aubrey Huston, former president of the Stuart Brothers Company and afterwards of the ill-fated Owen's Storer Blank Book Company, no longer represents the Tower Manufacturing Company in this city. The line is being handled by E. C.

Whitney, who several years ago did pioneer work in building up a large patronage. Philip Sander, publisher and dealer in post cards and novelties, has taken the recently renovated store, 434 Market street, and is now moving in.

W. E. Ranel's came to town from Hagerstown, Md., during the week with a novelty which secured both attention and orders—the Hollenberger Fountain Lead Pencil. The pencil is of japanned steel, but contains two reservoirs in each of which there are six pieces of lead, each two inches in length. These leads automatically feed as the necessity for their use arises, thus giving twenty-four inches of lead, or the equivalent of four ordinary lead pencils in one.

Ray Martin, who was here for Boorum & Pease, was suddenly called to Syracuse because of the illness of his mother.

E. R. G.

The Century Company has in preparation, for issue in the early autumn, a new and thoroughly revised edition of the Century Dictionary, Cyclopedia and Atlas, on which editors and publishers have been engaged for more than three years. The new edition will contain a number of additional features, including insets of illustrations, many of them in color, and the Atlas and Cyclopedia of Names will contain the figures of the United States census of 1910.

# VENUS PERFECT PENCILS

17 BLACK DEGREES—6 B TO 9 H

MADE IN THE FOLLOWING STYLES



PLAIN IN FULL 17 DEGREES



WITH PROTECTOR

The Protector is made of heavy gilt metal, highly polished, fitted with the finest erasive rubber



WITH TIP AND RUBBER

May be had in any degree from 4 B to 9 H inclusive. The tip is gilt highly burnished, surmounted with a green band and fitted with a piece of the finest gray erasive rubber made.

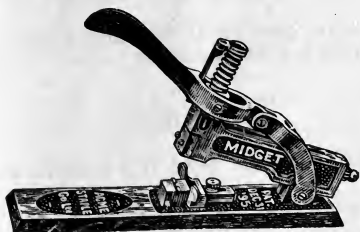
Write for catalogue and particulars. VENUS PENCILS are carried by the leading jobbers everywhere.

Also made in Medium and Hard COPYING degrees—in 6 styles.

**AMERICAN LEAD PENCIL CO.** 37 WEST 4th ST., NEW YORK  
173 LOWER CLAPTON RD., LONDON



# COMPETITION HAS BEEN THE LIFE OF Acme Fasteners



PATENTED

They never show off to better advantage than when they are put in competition with other makes, with one result—ACME LEADS. They are splendidly adapted for binding together papers, light fabrics, ticketing samples, etc., etc.

**AUTOMATIC DURABLE SIMPLE**

If your jobber cannot supply you, write us for descriptive matter and prices of full line.

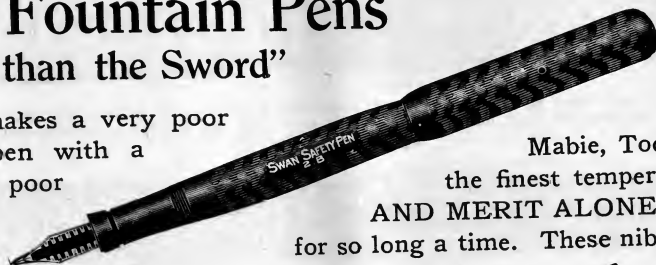


PATENTED

**ACME STAPLE CO., Limited, 112 N. 9th Street, CAMDEN, N. J.**

## Gold Pens in Fountain Pens "The Pen is Mightier than the Sword"

A badly tempered sword makes a very poor weapon, and a fountain pen with a badly tempered nib makes a poor writing weapon.




### For Three Score Years and Ten

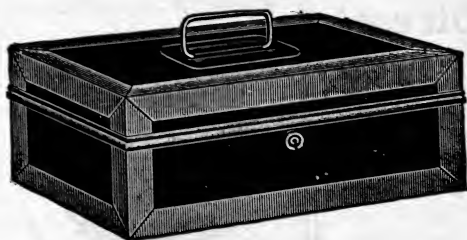
Mabie, Todd & Co. have manufactured the finest tempered gold pens sold. MERIT AND MERIT ALONE—could keep their reputation for so long a time. These nibs are fitted in their

## "SWAN SAFETY" FOUNTAINS

The "Ladder" feed pen. Absolutely non-leakable. It is to your interest to stock and push the "Swan Safety."

**MABIE, TODD & CO.**  17 Maiden Lane, New York  
209 State Street, Chicago

LONDON TORONTO  
BRUSSELS PARIS  
MANCHESTER SYDNEY



## You Cannot Sell What You Haven't In Stock

If you are not carrying a sample line of our

**Cash Boxes, Bond Boxes, Document Boxes,  
Voucher Files, etc.,**

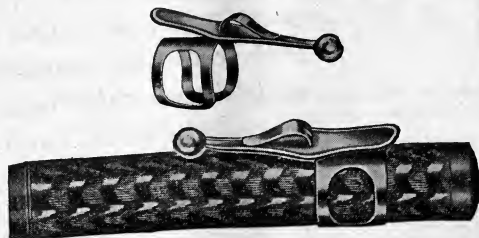
goods—Square Deal Policy—make our lines most desirable. Used everywhere for every purpose, the demand is constantly increasing. Our prompt service—uniform quality FIFTY-FIVE YEARS AT IT—is one reason why you should send your orders to us.

**Merriam Manufacturing Co., - Durham, Conn.**

## The FAULTLESS PEN and PENCIL HOLDER

ALL THAT THE NAME IMPLIES

A Holder that is neat and durable, and which will hold the pen or pencil securely within the pocket. It has the lever movement, making it easy to attach to the pocket.



Put up three dozen on a card in assorted sizes.

*Sold by all leading jobbers.*

**L. D. VAN VALKENBURG, Manufacturer, Holyoke, Mass.**

# NO WASTE-BASKET CIRCULATION!

TRADE ANNOUNCEMENTS to be read must be striking and artistic; the ordinary stereotyped circular is apt to be consigned to the waste-basket unread.

MARCUS WARD'S FLORAL ANNOUNCEMENTS command instant attention; when opened a charming flower is disclosed to view (printed in natural colors and cut out), enhancing the value of the printed announcement below. They are made in the following varieties:

**Holly      Poinsettia      Roses      Violets      Pansies**

STATIONERS AND PRINTERS who desire unique and refined announcement blanks should send for samples and quantity prices, which can be had on application.

116-124 Thirty-Ninth Street      **MARCUS WARD COMPANY**  
*"Royal Irish Linen"*      BROOKLYN-NEW YORK

## NEW "RIVAL" SELF-FILLING PEN



CLOSED

Pen is filled by simply turning the collar in the center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

SIMPLE.

EASY TO OPERATE.

CLEAN.

3 Sizes  
Retail  
from  
\$1.50  
to  
\$3.50.



OPEN

Plain,  
Chased  
and  
Gold-  
Mounted.

Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. WE GUARANTEE EVERY PEN.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann Street, New York

**We Have Moved Our Brooklyn Factory and  
New York Office and Salesrooms to**

**316 HUDSON STREET (Near Spring Street)**

OUR NEW TELEPHONE NUMBER IS 7697 SPRING

*A Complete Stock of All Numbers on Hand*

**GRESHAM BLANK BOOK COMPANY**

*"SUPERIOR" BLANK BOOKS*

**316 HUDSON STREET      ::      NEW YORK**



ACTUAL SIZE  
6 on a card—6 cards in a box

## Mammoth Circular Erasers

No. 2080 SPHERE

A big brother to the well known No. 1080—the same inimitable quality—the same shape—differing only in size. The increased erasing surface will be appreciated by those having much use for a typewriters' eraser.

**EBERHARD FABER, New York**



## TRADE ITEMS

With the exception of the Fourth of July trade, retailers have not been doing a great deal this week. And now that the holiday is over business is expected to settle down to the regular summer routine. With jobbers and manufacturers new business is light at present, but the indications for a good fall trade are very bright. Beginning next week buyers are supposed to show more interest in what there is in the market. First on the list will come school supplies, of which many of the big houses have a big and varied stock.

The last call for data for Lockwood's Directory has been sent out by the publishers. As the book contains the largest list of stationers in the country, heads of concerns in the trade should see to it that their houses are properly entered in the directory. This can be done by sending their business card to the Lockwood Trade Journal Co., 150 Nassau street, New York.

Mrs. William Whiting and her sons, William F. and S. R. Whiting, at the meeting of the board of directors of Holyoke (Mass.) City Hospital last Thursday afternoon offered the hospital a large addition to the present building. This will mean a four-story addition adjoining the building to the north, the installation of one of the best operating rooms in the State on the top floor of the new building and the raising of the present building one story, giving altogether accommodations for fifty more patients, and making the capacity of the hospital 120 patients instead of seventy, as at present. The building will be built as a memorial to the late William Whiting by his sons, and will be completed and equipped free of expense to the institution.

The Exhibit of Official Labor-Saving Devices now open in Washington offers an excellent opportunity to stationers to see

all kinds of devices at one time. From July 8-15, inclusive, the exhibit is open. Today, Saturday, and on next Thursday the public is invited to attend. The exhibit is held under the auspices of the General Committee of Efficiency and Economy in the Government Departments. It is held in the Union building, 621 G street, N. W., Washington, D. C.

Under the heading of Wants and For Sale in this week's issue there is an advertisement for an experienced traveling salesman that ought to interest any good man in search of a position with a high-class commercial stationer. As stated in the advertisement the house is after a man familiar with bank and commercial printing and lithographing office equipment and stationery.

The Government has postponed from July 1 to September 1, the inauguration of its plan to carry the magazines on fast freight trains to certain points instead of on mail trains.

The return of United States Marshal Henkel attached to the Government in New York City in the service of subpoenas on the defendants in the Government's dissolution suit against the Periodical Clearing House and the various magazines and periodical publishers composing the so-called magazine trust was filed last Friday in the Federal Circuit Court. The Marshal succeeded in serving seventeen of the defendants as follows: Charles D. Lanier, treasurer of the Periodical Clearing House, 13 Astor place; Charles D. Lanier, as secretary of the Review of Reviews Company; George Von Utassy, International Magazine Company; New Publication Company, American Home Magazine Company, S. S. McClure Company, Crowell Publishing Company, Current Literature Company, Phillips Publishing Company, Harper & Brothers, Leslie-Judge Company, Butterick Publishing Company, Standard Fashion

Company, Ridgeway Company, Frederick L. Collins and New Idea Publishing Company.

The new home of the Houghton Mifflin Company, at 16 East Fortieth street, New York, is the sixth the publishers have had in this city. "Our march uptown," said an officer of the company, "has been interesting. We began at 401 Broadway in 1864. In 1866 we were at 459 Broome street. In 1869 we had our office in Astor place. Twelve years later, in 1881, we moved to 11 East Seventeenth street. From there, in 1901, we went to our last location, 85 Fifth avenue, and now, in 1911, we come here. We moved on just the same day the new library opened.

E. Frank Winfield, the proprietor of The Outing Shops at Grand Junction, Colo., recently bought out the business of E. B. Lutes & Son, of that place, and has in the meantime made a number of improvements in his store, among them being two show windows, a balcony for a music department and many new fixtures. In addition to these improvements, Mr. Winfield has taken the agency for the products of some of the leading concerns in the trade. He invites other manufacturers to put him on their mailing lists.

Ill-health has forced Melville E. Stone, Jr., for several years editor and publisher of the Metropolitan Magazine, to take a rest for at least a year, so he has retired from the enterprise. H. J. Whigham has succeeded in the control of the magazine.

On Saturday of last week fire of unknown origin caused damage of \$15,000 at plant of Cincinnati Envelope Co., at Broadway and Eggleston avenue, that city.

The Moore-Hopkins Billing Machine Co., capitalized at \$50,000, was incorporated last week. It is a Missouri corporation.

The Mill and Factory Sales Co., of New York, was incorporated last week to do

# HURD'S DAMASK LINEN

**This splendid selling note paper is remarkable alike for quality and good value. Its color, surface, and feel are such that the buying public recognize its superior style, and are glad to use it regularly. The boxes are well made and the labels are attractive. "Hurd's Name on the Box" is your guarantee as to the quality and manufacture.**

**This paper is made up in Ream Goods, Correspondence Cards, Papeteries, Tablets, and Pound Goods. It is without exception the best value on the market.**

**Helen Pink seems to be the popular shade for the Summer as it has been for the Spring. It is made in Lawn Finish, Suede Finish, Lawnette, and Quadrette.**



**GEORGE B. HURD & CO.**

**Fine Paper Makers**

**425 and 427 Broome Street, New York, U. S. A.**

**We make the best that can be made and sell to dealers only.**

a general printing and publishing business. It is capitalized at \$1,000,000. The incorporators are J. McMahon, I. H. Schmal, both of New York, and W. Mackey, of Lancaster, Pa.

In a recent decision by the Appellate Division of the Supreme Court of New York the provision of Section 672 of the charter of that city, which gives the Fire Commissioner the power to order a property owner to install automatic water sprinklers, was upheld, and the right to exact a \$50 penalty for failure to comply with the order was confirmed. The case grew out of an award to the city of a penalty exacted against John Christman, a piano manufacturer, against which an appeal was taken. He was ordered to install sprinkler apparatus by former Fire Commissioner Waldo, but refused to do so on the ground that the section of the charter providing for this was an unconstitutional abridgment of property rights and in conflict with the building code. The decision is of especial interest with regard to the possible effect it may have on the fight which warehousemen are making against the Fire Department. Pressure has been brought to bear by the Warehousemen's Association and individuals on different branches of the city government. It is not believed, however, by the warehousemen that the decision is relevant to their case.

The Card Index Directories Co., of Paterson, N. J., was incorporated last week, capitalized at \$50,000. The purpose of the

company is to tabulate, collect and disseminate commercial information. The incorporators are Albert H. Male, Burr A. Beard and John F. Friebele.

The Modern Publishing Co., of New York, capitalized at \$25,000, was incorporated last week to do a printing and publishing business. The incorporators are O. J. Ridenour and W. G. Ridenour, of Plainfield, N. J., and S. Gernsback and H. Gernsback, both of New York.

George Gould Berry, well known in the wholesale toy trade and for many years associated with the Selchow-Righter Company, of 265 Canal street, New York, died last Friday from dropsy at Pleasant Valley, N. Y. He was seventy-two years old and his home was at 166 Madison street, Brooklyn, N. Y.

Superintendent of Public Printing and Binding, A. N. Pomeroy, Saturday of last week, awarded the contracts for paper for the State Departments and Legislature of Pennsylvania, to Irwin N. Megargee, Wilkinson Brothers, Reigle & Company, C. H. Clinton & Company and Whiting-Peterson Company, of Philadelphia; P. H. Gladfelter, Spring Grove; Donaldson Paper Company, Paul Johnson and M. H. Plank, Harrisburg. Contracts for cuts were awarded to E. A. Wright & Company, Charles F. Elliott & Company, Philadelphia; A. G. Ogden, Baltimore, and Telegraph Printing Company, Harrisburg.

Subscribe for THE STATIONER—It pays.

### Water Well Jar Litigation.

In the suit of William H. Reddington, of the Sanford Ink Co., of Chicago, vs. The Office Equipment Co., of Louisville, Ky., a decree has been handed down by Judge Walter Evans of the United States Circuit Court of the western district of Kentucky in favor of the defendant. The question at issue was one of alleged infringement by the Office Equipment Co. on the Sanford Water Well Jar, known as the Reddington Patent No. 625,517.

The jar that it was claimed infringed on the Sanford product was made by the Pomeroy Ink Co., of Newark, N. J., and the Office Equipment Co., being customers of the Pomeroy, the latter naturally stood back of the defendant in this action.

It is understood that the Sanford Ink Company will take an appeal to the United States Circuit Court of Appeals.

Send us in samples of your window show cards—Others would like to see them.

## DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET  
NEW YORK



# WARD'S HOLIDAY LINE

OF  
BOX PAPERS, CABINETS, BRASS GOODS, DESK SETS AND IMPORTED NOVELTIES

Possess the same distinguishable features which have made the products of the "House of Ward's" the standards in their respective classes. You cannot afford to overlook our 1911 line. It has the quality which for you will make trade and hold it.

## WARD'S

## SAMUEL WARD COMPANY

57-63 FRANKLIN STREET  
New York—621 Broadway. Chicago—167 Dearborn St.  
San Francisco—833 Market Street.

## BOSTON

REMEMBER: "If we didn't know our goods were good enough for everybody we should not ask you to buy them."



## Sherman's New Envelope

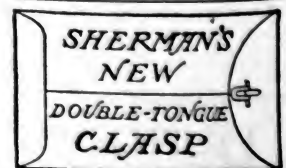
Also Manufacturers of all Kinds and Sizes of

### ENVELOPES, Lithographed, Printed or Plain

Our Envelopes are made from Standard Grades and Weights of Paper.

Also Sherman's New Double Tongue Metal Clasp Envelope and the

Sherman Linegraphic Envelope. Send for Samples and Prices of Sherman's New Double Tongue Clasp.



## SHERMAN ENVELOPE CO.,

## WORCESTER, MASS.

## HOT WEATHER SIGNS

A Few Suggestions for Cards Whereby the  
Eye of the Passer-By May Be Arrested  
—Striking Contrasts.

The unusually severe hot spell which has afflicted the whole country the past week afforded a good opportunity for stationers to exercise their wits trying to make capital out of the weather conditions about which everybody is talking. Our suggestions which are written principally with a view of arresting attention, also contain a word or two in regard to stock that is seasonable. Knowledge to the stock will improve these cards.

### THERMOMETERS

are not cooling this weather—  
Our Thermos bottles are, though.

### EAR LAPS

are not needed today—But you  
really ought to have one of our  
big fans.

### OH! SO HOT!

But why not cool off with a  
breezy novel?

### LIGHT AND AIRY!

You can make your room seem  
so with crepe paper.

### QUIET CHILDREN?

No miracle about it—Just give  
them one of our games!

### AVOID SUNSTROKE

Come in out of the heat—Be our  
guest—Rest awhile.

### Order Now and Make a Profit

As the lines printed below were writ-  
ten with a view of expanding trade and  
not restricting it, the gentle hint con-

veyed therein does not come within the  
prohibitions of the Anti-Trust Laws.  
For that reason we feel safe in giving  
the lines the publicity we think they  
deserve:

In the great big game of business,  
There are things that help a lot;  
But you cannot make a profit  
On the goods you haven't got.

You can advertise extensive,  
So that folks come in to shop,  
But you cannot make a profit  
On the goods you haven't got.

You may stimulate the sales-force,  
With enthusiasm hot;  
But you cannot make a profit  
On the goods you haven't got.

So be sure to have the new things,  
Or the trade will come back not;  
For you cannot make a profit  
On the goods you haven't got.

Send your orders in this minute  
To replenish up your stock,  
For you cannot make a profit  
On the goods you haven't got.

You may hustle, hustle, hustle,  
And be "Johnny-on-the-Spot";  
But you cannot make a profit  
On the goods you haven't got.

CHARLES W. YOUNG.

Providence, R. I.

## BUSINESS BUILDING

¶ Deep in the inner consciousness of man is a natural desire  
for the best.—

¶ Cultivation develops this desire and produces results, great  
or small, commensurate with the effort expended.—

¶ Business built with an intelligent conception of this funda-  
mental principle, aims to secure the best and holds fast to the  
best—thereby establishing confidence—the bed-rock foundation  
of all success.

¶ The CRANE and MADE IN BERKSHIRE papers are sure  
business builders because their sterling merits have won the  
confidence of those who are most critical and who know.

A few of the most successful

Crane's Linen Lawn  
Crane's Kid Finish  
Crane's Distaff  
Crane's Satin Finish  
Crane's Papier Ligné

Berkshire Linen Fabric  
Highland Linen  
Kara Linen  
Berkshire Vellum  
Royal York Vellum

**Eaton, Crane & Pike Company**

PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.

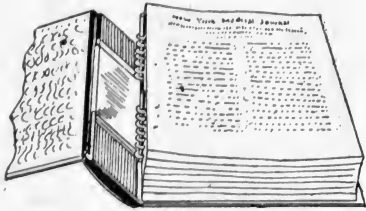




## Novelties for the Trade

### A NEW BINDER

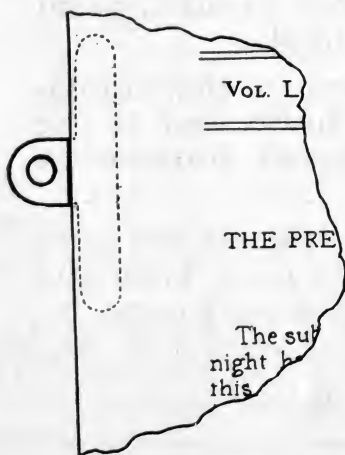
Illustrations are shown here of the "Big Ben" Binder, which is being placed on the market by the Bigelow Binder



Co., Inc., 108 Fulton street, New York City.

As one of the cuts indicate, this binder has the appearance of a regular bound book, and is said to be the only binder that has that appearance when filled. Another advantage of the "Big Ben" Binder is that no punching of holes is necessary in order to file papers, all that is required is a slight slit between pages with a penknife. The metal clip, as shown in one of the cuts, is inserted between the pages, and slipped over two metal posts, which, in turn, are locked by means of a slotted rod, producing a permanent binder and file for magazines, pamphlets and catalogs.

Each binder holds one volume, and regular sizes are carried in stock for all the leading weeklies and monthlies. When desired gummed labels printed in



gold letters, giving the name of the publication bound, are furnished separately, so that the binders can appear uniform in the bookcases or on the shelves. The binders retail for 75 cents each, and dealers can secure discounts by writing to the manufacturers at the address given.

Hampden Hoge, formerly of the Hoge Manufacturing Co., is actively interested in the "Big Ben," and will no doubt do his share in popularizing it among stationers and users.

### SCHOOL SUPPLY CATALOGUE

The American News Company has just published its 1911 Descriptive Catalogue and Price List of Stationery School Supplies and Specialties, which is of interest to all dealers. Pens, pencils, inks, paste, mucilage, rules, tablets, note books, school bags, pencil boxes, book and shawl straps,



"BIG BEN" BINDER CLOSED.

rubber erasers, crayons, pencil sharpeners, penholders; in fact, everything essential for school use is included and fully described with accompanying illustrations. The dealers' attention should be called, especially, to price books which are made in various sizes and shapes and also to the "Banner" loose leaf note books.

### DRINKING CUP.

Among the seasonable novelties to which the American News Company is calling attention is an aluminum folding drinking cup called the "Hygeia" which is put up in a little paper case and retails for 5 cents.

### FILE AND PAPER WEIGHT

A valuable and handy combination paper weight and desk file is that known as the "Moore" and manufactured by the Indianapolis Calcium Light and Film Co., 114 Capitol avenue, Indianapolis, Ind. This new article has a heavy metal base, 3¾ inches in diameter, nickel polished and heavy enough to be serviceable. In the center of the hood is a spiral piece of stout  
(Continued on page 16.)



# Dovetailing

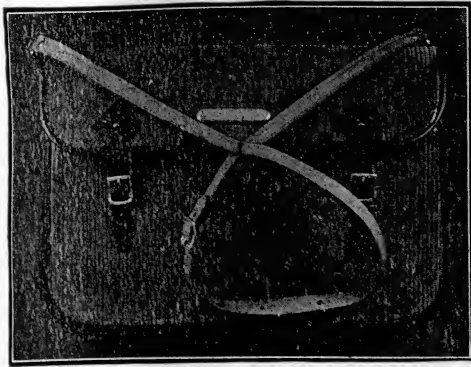
"Don't nail it—dovetail it because it will have to stand some bumps." All business has to withstand bumps, but if your relations with your manufacturer are dovetailed, the bumps will not be serious. We try hard to be on a dovetailed basis with all our customers, we work together, we want their confidence and we get it, that is why we are the largest manufacturers of Carbon Paper in the world. We do not sell to the consumer.

## Manifold Supplies Co.

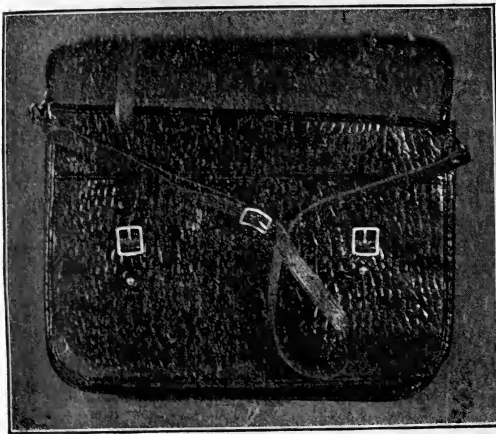
A. L. Foster, Pres. O. G. Ditmars, Vice-Pres.

180 Third Avenue

BROOKLYN, N. Y., U. S.



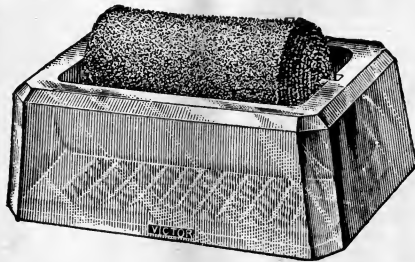
SCHOOL BAGS—A. L. SALOMON & CO.



SCHOOL BAGS—A. L. SALOMON & CO.

**What is the Matter with Business?**

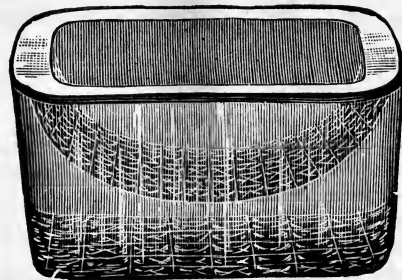
In answer to the oft-repeated question, The Sun, of New York, offers the follow-



MOISTENER—F. A. WEEKS MFG. CO.

ing as its explanation, editorially, of business conditions:

"We venture to say, with a positiveness which contradiction cannot shake, that the arrested development and interrupted pro-



PARAGON PEN TRAY—F. A. WEEKS MFG. CO.

gress of American business at the present moment are due, more than to any other cause, to the personal politics of the Open Mouth. There is in effect a conspiracy or combination of demagogues in restraint of trade. The Sun does not use the word demagogue freely or frequently. In this case we can think of no sufficiently expressive euphemism. Old party nomenclature has become in a considerable degree meaningless. There are now really only two political parties in the United States.

"The Conservative party consists of those citizens who resist spasmodic enterprises of change because they believe that the constitutional institutions, the constitutional limitations and the constitutional methods which for a hundred and a score of years have made the republic what it is are still worth preserving.

"The other party, variously styled Progressive, New Idea, Progressive Nationalist, Reform, Radical, New Nationalist, and sometimes in some of its manifestations designated as Near Socialist, is made up of the other citizens who think at all on such subjects. The most felicitously descriptive title, probably, is that which was conferred upon the potential organization by Colonel Roosevelt soon after his return from Africa. The party of change is New Nationalist because it purposes to make of the republic a new nation, different in form and spirit from the nation of our previous history.

**RAPHAEL TUCK & SONS CO. Ltd.**

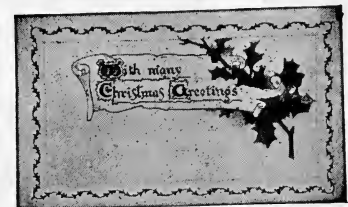
ANNOUNCE THEIR

**Holiday Lines**

FOR 1911-1912



- CHRISTMAS AND NEW YEAR POST CARDS.
- HOLLY CARDS AND SEALS.
- JUVENILE BOOKS.
- PAINTING BOOKS.
- CHRISTMAS TREE NOVELTIES.
- DOLL SHEETS.
- CHRISTMAS AND NEW YEAR CARDS.



- AUTOGRAPH STATIONERY.
- TOY BOOKS.
- PAPIER-MACHE TOYS.
- PAPER DRESSING DOLLS.
- PICTURE PANORAMAS.

**CALENDARS**

THE TUCK HOLIDAY LINES ARE UNUSUALLY ATTRACTIVE.

Take early advantage of the full assortments and do not wait until the lines are broken

**Raphael Tuck & Sons Co., Ltd.,** 122-124 Fifth Ave., New York  
London Capetown Paris Berlin Montreal

steel wire, which is used as a file. The use of this weight and file, as the company says, makes one's desk complete, as by its use there will be no more lost papers—and every paper is in sight. For further particulars see the company's advertisement on page 33.

#### A NEW LEAD PENCIL

A new pencil, specially prepared and recommended for use in marking score cards in the popular card game of Five Hundred, has just been put on the market by the Joseph Dixon Crucible Co., of Jersey City, N. J. This pencil is named for the game and comes full length, seven inches, hexagon shape, is sharpened and finished in a delicate blue. It has a deep, rich, black lead and is stamped in gold, with suit values. The pencil comes packed one dozen in a box, with cards giving the rules of the game. There are six boxes in a carton. The price will be quoted on application.

#### ALUMINUM POCKET SEAL

The Meyer & Wenthe Company, of Chicago, has just issued the circular printed below to the stationery trade. The company thinks it necessary at this time to take this precaution, as the sub-



stitution noted in the circular, affects one of its newest devices, the "Aluminum" Pocket Seal, and one which has been meeting with unusual success in the trade.

#### CAUTION!

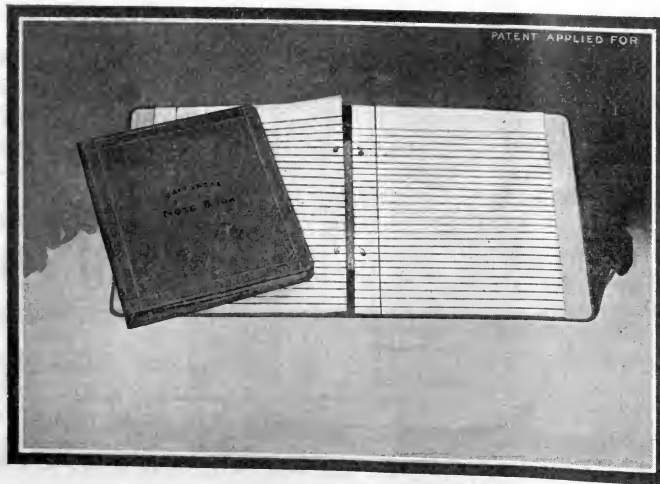
To the Stamp and Stationery Trade:

It has been brought to our attention that some unscrupulous jobbers are substituting another make of pocket seal on bona-fide orders calling for the "Alumi-

num" pocket seal. These concerns are copying our style as nearly as possible, and some of our customers who have been using the "Aluminum" pocket seal for years, have been surprised, on opening boxes which they supposed contained "Aluminum" seals, to find goods of a different make.

In order to prevent unscrupulous per-

sons from imitating our goods and packages we are now labeling all of our boxes with the name, "The Aluminum Pocket Seal," and if you receive any imitation of our seal when ordering the "Aluminum" you will confer a favor by advising us at once. If your jobber is in the habit of substituting other goods for those specified in your orders, we will give you the names of jobbers who will fill your orders correctly or we will sup-



"UNIVERSAL" LOOSE-LEAF NOTE BOOK.

ply your requirements direct. listing our "Aluminum" pocket seal in (Signed) MEYER & WENTHE.

#### LOOSE LEAF NOTE BOOK

To meet the demand for a really good note book that was practical, simple and



"BANNER" LOOSE-LEAF NOTE BOOK.

above all durable—and moderate of price withal—the Boorum & Pease Co., maker of the celebrated Standard blank books, has put on the market a line of just such books. A special advantage in these books is, in fact, that the fillers are interchangeable in all.

The new book comes in three styles, named, Progress, Banner and Universal, each style having about a dozen different sizes, etc. Two of the styles are herewith illustrated.

The Progress line consists of two heavy dark brown pressboard covers, nicely finished and supplied with two Empire loose leaf rings, which can be readily opened and leaves inserted or removed. The fillers are made of heavy fine white paper. The complete book sells for 25 cents each at retail, with extra fillers at 10 cents each. The Banner book is made of two heavy stiff board covers, bound in imitation green art covers and finished in other respects like the Progress line. These sell from 30 to 35 cents at retail, extra fillers 10 cents extra. The Universal, which retails for from 35 to 60 cents (extra fillers 10 cents), are much superior to the other two lines. They are bound in full black cloth and lined with granite paper. Their mechanism is very light and strong, composed of a metal back with two rings so arranged that by opening its bottom ring with the thumb and forefinger the entire book is opened.

The Boorum & Pease Co., 119 Leonard street, New York, will gladly furnish information on request

Smith Brothers, prominent stationers and photo-supply dealers of Oakland, will conduct a stationery department soon, to be opened in Capwell's department store in that city. The latter store is now building one of the most modern department stores in the West.



IT DOESN'T PAY TO ADVERTISE  
A POOR ARTICLE, BUT IT DOES  
PAY TO ADVERTISE THE BEST

THAT'S WHY  
we are now soliciting your orders for



The manufacturers know their quality, we know it, so does everyone who has ever used one know it—it's the best.

Every "Koh-I-Noor" Pencil is made from the same material, of the same uniformity, of the same standard—the highest.

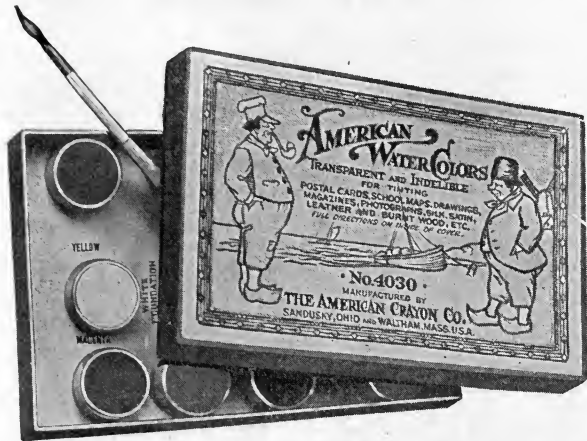
"Koh-I-Noor" Pencils are so satisfying and the value so good, that they bring repeat orders from those who have ever bought one.

"Koh-I-Noor" Pencils are the best known, because their merits have made them famous throughout the world, and the manufacturers take good care to see that there is no uncertainty as to their quality.

We are direct importers of "Koh-I-Noor" Pencils and other Hardtmuth specialties, and solicit the orders of the trade.

THE W. H. KISTLER STATIONERY CO., DENVER, Col. The Gateway to the Rockies

## A Sure Winner with the Children

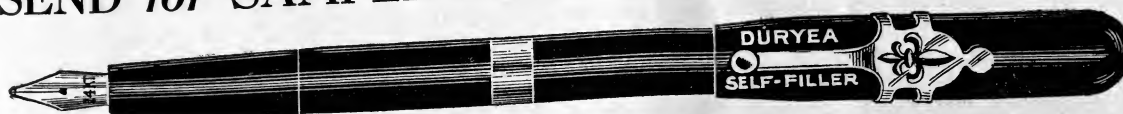


Quick Seller and Profitable Alike for  
the Jobbers and Retail Merchants

Write Today for Samples and Prices

THE AMERICAN CRAYON COMPANY  
SANDUSKY, OHIO AND WALTHAM, MASS.

17  
SEND for SAMPLE NON-LEAK, SELF-FILLER on APPROVAL



FITTED WITH  
14 Kt. No. 2 PEN  
\$8.00  
Per Dozen

DURYEA COMPANY, 108 FULTON STREET, NEW YORK

## STORE SERVICE

An Important Factor in Business Building  
Co-ordinate With Advertising—Truth-  
fulness and Courtesy Necessary.

Service in selling merchandise to the consumer is a subject which is daily receiving increased attention from those business men who try to conduct their establishments intelligently and successfully. Occasionally the complaint is heard today that some business men are giving too much thought to the question of how they shall serve their trade; but it is not likely that any retail merchant will be able to go far wrong when he leaves no stone unturned in his endeavor to make the service in his store the highest possible service, says the Merchants' and Manufacturers' Journal.

### SERVICE DEFINED.

What is service? might be asked. Service is that something which will permit a restaurateur to ask and receive for a meal 75 cents while his competitor will have difficulty to get for the same food, without good service, 35 cents. Service in this particular line of business is a somewhat foreign subject to the business of the average journal reader; but the illustration may be permitted in order that, at the very start, full appreciation can be gotten for this rather abstract something that counts for so much in the making or breaking of many business ventures—success.

There are comparatively few retail merchants who have traveled much, or even those who have just visited a strange city occasionally, to whom a full realization of the importance of service in hotel or eating house has not been brought home. The identical material that is purchased by two different houses of public entertainment will go to make two very different classes of meals when put on the table of the respective establishments, and that difference will not be due so much to the method of handling the foods in the kitchen as to the method of serving them in the dining-room.

Frequently men who patronize high-priced restaurants confess that at so-and-so "you pay for the service, but it's worth what you pay."

### SERVICE WORTH WHILE IN RETAILING.

Now, there is a very close connection between "service" in a hotel dining-room and "service" in a retail store. The question of service, or the manner of serving, enters very intimately into the problem of merchandising, and, on the whole, the consumer public is coming more and more to a point where it will pay for service. It is possible that the consumer will not consciously pay for service in a retail establishment, but he will do so instinctively.

The question of service in a retail establishment is a many-sided problem that covers a very great field. There is serv-

ice in the matter of the treatment which is accorded the trade; there is service in the extent to which absolute honesty is practiced by the merchant in the class of merchandise he sells to his patrons; there is service in the order in which the merchant's wares are displayed and put up for delivery to the customer.

In the matter of a dining-room, it has been asserted that the way the food is served regulates the price that the merchant may obtain for it. A weak cup of coffee served in a neat, cleanly cup with dry saucer and dainty sugar and cream vessels, will give more satisfaction to the average customer of refinement than a large cup of strong coffee served in a coarse mug, served slopping over the cup into the saucer, put on the table by a careless waiter, who brings with him a dirty pitcher and sugar bowl or a couple of lumps of sugar on a coarse little side-dish. But to get away from the dining-room aspect:

### APPEARANCE OF STOCK COUNTS.

A man was overheard some time ago discussing his quest for an umbrella. He said he had gone into an establishment that had always been regarded as a foremost retail establishment for this line of merchandise and, after selecting a silk umbrella of high price, he turned his attention to an examination of the handles. But every handle in the establishment was cheap—so cheap in appearance that he had gone out without making a purchase at all, giving the excuse that he would first find out whether the man for whom he intended the umbrella really needed one. As a matter of fact, however, this man wanted the umbrella himself.

He then went to another establishment, he said—a very small establishment farther down the street, and had gotten just what he wanted. The handles were so much more attractive, he said, that he could not understand how the one establishment, with only cheap handles, had so much more reputation than the little establishment, which appeared to have only fine handles, whether for high price, medium price or low price umbrellas.

But the explanation which the umbrella purchaser sought might have been supplied—had it appeared wise to volunteer the information—by the man who overheard him. The facts in the case were that the large establishment carried a far superior stock to the little one—but his manner of serving its goods was at fault.

In one establishment the handles were thrown any way at all into large, rough drawers. To pull open one of these drawers was to expose a mass of merchandise that appeared cheap, primarily because it was kept in an order that seemed to certify to its cheapness. In the little store the handles were all nicely placed on slabs covered with cloth; each handle fitted snugly into a little strap pocket and the wooden part of the

handles was all wrapped about with tissue paper. If the entire latter mentioned stock of handles had cost only a few dollars, still any ordinary man, seeing the manner in which it was displayed and cared for, would instinctively come to believe that the handles were costly merchandise.

### KNOW WHERE YOUR STOCK IS KEPT.

One of the largest department stores of a big city was visited some weeks ago by a woman who wished to purchase some belting. The belting was kept in a department of its own—in a little square of counters; but the saleslady in charge seemed to be ignorant of the whereabouts of her stock; the stock was packed in a lot of miscellaneous boxes, and the boxes were not properly or sufficiently marked. The woman waited five minutes while the saleslady ploughed indifferently through six or eight pasteboard cases, and then the customer excused herself with a "never mind" and went several doors above to a small sized retail store handling exclusively women's dress accessories.

Immediately upon inquiring for belting the woman customer was shown to a glass show case, where the belting was kept in as attractive order as the most delicately colored ribbon, and she bought what she wanted, although she knew the price paid for it was from 10 to 20 per cent. higher than that for which she would have obtained the same article at the department store.

This is a true story, for the woman told it herself, and a woman would not lie about not getting a bargain, no matter how untruthful she might be about the bargains she does get.

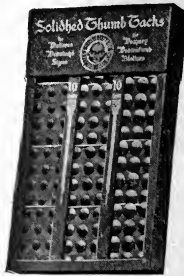
When a customer comes into an establishment and asks for an article of merchandise, and the salesman begins to rummage about a lot of truck off somewhere in a corner, the patron very naturally is brought to believe that if he does get what he is after it will be some discarded merchandise with which the merchant has been "stuck."

### DON'T TREAT STOCK AS OLD RAGS.

One of the greatest errors a merchant can make is to look upon his merchandise—whether live or dead stock, whether held at regular or bargain prices—as something that can be thrown about like so many old rags.

There is no getting away from it, the world is much concerned with make-believe. It is not the hat which a dealer slings off on a corner of his millinery table and labels \$2.49 that the woman consumer covets; but the one which he touches lovingly, that he regards tenderly as if he would dislike seeing it go out of his establishment—that is the hat, even though it be the very same one which on the previous day had been cast ruthlessly on the bargain counter, that

(Continued on page 18.)



## It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



"RELIABILITY"

## PELOUZE POSTAL SCALES

THE "STANDARD" EVERYWHERE

"ECONOMY"



In selecting a POSTAL SCALE, the one important thing to consider is reliability.

The PELOUZE POSTAL SCALES stand for both durability and reliability. They not only tell instantly the cost of postage in cents on all classes of mail matter, but also give the exact weight.

The dollars and cents wasted in excess postage cannot be estimated where a postal scale is not used or where one is used that is not reliable.

It is a question of ECONOMY. The Pelouze Postal Scales will soon pay for themselves in stamps saved.

They are beautifully made in artistic designs—appropriate for the large Business House, Office, Store and Home.

- National .... 4 lbs.
- Union ..... 2½ lbs.
- Columbian ... 2 lbs.
- Star ..... 1 lb.
- Crescent .... 1 lb.

- Mail and Exp.16 lbs.
- Commercial ...12 lbs.
- U. S. .... 4 lbs.
- Victor ..... 1½ lbs.

EVERY SCALE WARRANTED

PELOUZE SCALE & MANUFACTURING CO., 232-242 East Ohio St., CHICAGO

## "INDEPENDENT" SAFETY FOUNTAIN PEN.

\$1.50

With No. 2 Gold Pen.

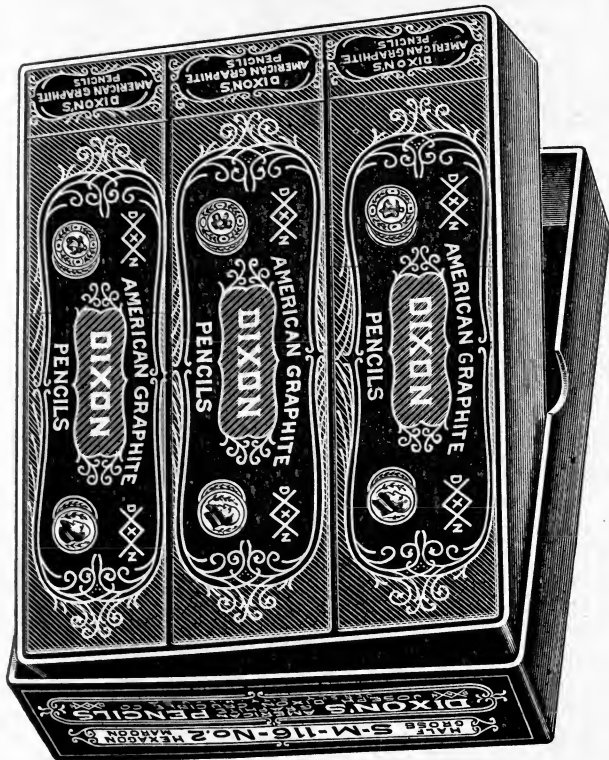


\$2.00

With No. 5 Gold Pen.

THIS PEN CAN BE SAFELY CARRIED IN ANY POSITION. NEW IDEA CAP LOCKS PEN WHEN NOT IN USE. ALL PURE RUBBER AND 14 KT. SOLID GOLD PENS.

WRITE FOR OUR LATEST CATALOGUE OF "VULCAN," "INDEPENDENT" AND "JUCO" FOUNTAIN AND STYLOGRAPHIC PENS; AND LOWEST TERMS TO THE TRADE. J. ULLRICH & CO. NEW YORK CITY



This illustrates the new packing of the

## Hexagon Maroon American Graphite Pencils

The dozen boxes are beautifully embossed in gold and the pencils are the same choice quality of leads and finish so long and favorably known to the trade. The price remains the same as heretofore.

JOSEPH DIXON CRUCIBLE CO.,  
Jersey City, N. J.





# THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.  
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

## TERMS OF SUBSCRIPTION

One Year.....	\$2.00
Six Months.....	1.00
Three Months.....	.50
Canada and Foreign Countries per year.....	3.60

Remittances may be made by draft, express or postal money order, or registered letter.

Telephone 4603 Beckman Cable Address Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

**Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.**

The Hersberg Company, Atlanta, Ga., writes: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for 'The American Stationer.'"

## IN HOT WEATHER

In hot weather the average stationer is well pleased if he can pay expenses and escape the baneful effects of a too torrid sun. He feels that it is no time for hustling, so he lets things slide, enjoying meantime the shade of his awning and an occasional cool drink and cigar. While thus wearing the days away, doing a little business in the morning and late afternoon, he wishes that it were time for the schools to open, as that period marks the beginning of his business year. Thus he wastes the days, waiting as we are all prone to do, for the tide to turn; in other words, waiting for somebody else to move first.

Instead of drifting, as above indicated, the live merchant studies the needs of the seasons and makes money supplying the people with things, in his line, which they can use to good advantage. In this study he consults his own wants, arguing, and wisely so, that the things he needs, other people need. Having arrived thus far on the road to wisdom it is an easy step to go the rest of the distance, which is done

by determining what things out of one's own stock do you and family use—or could use to your own or their pleasure or benefit? This is the essence of merchandising—giving the people what they can use to good advantage, whether they are aware of their necessities or not.

As no tale is worth much without a concrete example, we will take the hot spell as an illustration of what might be done in forcing the sale of goods. To cite many stationery articles that are especially salable in hot weather seems like a difficult task, still we are inclined to think that many items of the regular stock could be pushed to good advantage. Stationers who have soda fountains, of course, enjoy a great advantage as trade magnets over their brothers who must resort to other means of getting the people to come in. But when they do call see that you have, where they cannot escape them, a number of articles that meet their needs

For summer trade it might be well to feature fans, interesting novels, paper drinking cups, pen and pencil leather pockets, post cards, score pads, coin wrappers, crepe paper, mailing envelopes, safety fountain pens, playing cards, scrap books, tin boxes, thumb tacks, tablets, paper napkins, local view cards, correspondence cards, bridge whist accessories, tourist books, thermometers, etc.

Most of the articles above mentioned are in demand in the summer, and with a little attention devoted to these their sale could no doubt be considerably increased.

Stationers who have families have a fine opportunity to test the selling qualities of many of their own goods. By "trying it on the folks," perhaps they would learn many things to their profit. As a test bring home about a half pound of rubber bands, assorted sizes—the children will do the rest. This experiment may suggest a way to get rid of your old stock. Next try to amuse the kids with a few cheap pads or tablets and lead pencils. For this inducement to "keep quiet," your wife will thank you. Follow up the scheme with samples of your shop-worn lot of games, these you will find are just what mother wanted to amuse the children and so keep them out of the sun. After this try something else; after a time you will know the possibilities of your own stock. And if the home test works, why not urge all your customers to give the articles a similar trial. Try it!

## ROUNDBABOUTS

BY THE TRADE LOUNGER.

Candidates for the trade Ananias Club are this month qualifying by lying about the weather—and the contest is a notable one. But as the thermometer is at this writing absolutely stationary, having now reached its northern limit, we fear the wrath of the gods should we here repeat the score of the National Sidewalk Egg-Frying Contest now under way in this country and Canada. Last year Washington, D. C., won the decision—a fresh egg being fried on the Capitol steps; one side, 1 second; two sides, 3 seconds.

Protests against the award to Washington, it will be recalled, were filed by San Antonio, Tex., and Rattle Snake Glen of Nevada, signed statements coming in that eggs were fried in both places in the air before they had a chance to hit the sidewalk.

It may sound strange to outsiders, but the fact is that New Yorkers now believe that the statements referred to were the Gospel truth. Any doubt that was entertained about the stories was thoroughly dissipated by the fire in the air in that city the past week.

We are now awaiting a story from somewhere to the effect that eggs in the shell, on a minute-and-half exposure, were cooked hard enough for a free lunch counter.

It is feared that the honors will again go to Washington, D. C., as Congress is still in session, thus intensifying the hot-air pressure.

Just for the sake of variety—and by way of cooling off—we take pleasure in recording the fact that there is a man connected with a stationery house, corner of Broadway and Duane street, New York, that wore a real Piccadilly collar, two and three-eighths inches high, all this week. Not the same collar the whole week, but almost as bad as that.

He sure was the Queer-a-Seer of all eyes as one of the young lady attendants remarked when she couldn't quite get her mental tongs on the word "cynosure."

The collar, which was a genuine "choker" at first glance, had a horrible hangman effect on the beholder. But the more one gazed the less choked one felt—and after a time you were pretty well persuaded it wasn't hot at all, so comfortably cool did the wearer look.

One visitor to the store, on seeing the "choker," made bold enough to ask the man with the fenced-in neck if he had worn that collar all day. "Oh, yes—and yesterday, too!"

The visitor went to the House of Relief in an ambulance.

The only way to get information is to ask questions—We have a Questions and Answers department.

## BUSINESS BUILDING

To Insure Success Make "Service" and not Money-Making Your Creed, and You Will Then Become a Real Business Builder.

Written for THE AMERICAN STATIONER by A. F. Sheldon, formulator of the Science of Business Building and editor of The Business Philosopher.

TALK No. 1.

By the term "Business-Building" I mean the Art of securing Permanent and Profitable Patronage.

Right there success in life, commercially, hinges. Think that over well.

For the sake of emphasis, let me state the same truth again this way: Success in life, commercially, hinges on business-building the art of securing permanent and profitable patronage.

It is true of the employer. It is true of the employee. It is true of the professional man. It is true of everyone engaged in useful effort. It is certainly true of those engaged in the stationery trade.

Everybody engaged in useful effort is engaged in business—in busy-ness, and his money-making power depends upon his power to secure permanent and profitable patronage.

Make this, then, your mental sun-glass, with which to focus things; make this the target at which you aim; make this then your daily slogan, "I will develop my art of securing permanent and profitable patronage."

EVERYBODY A SALESMAN.

To do this start out by bearing in mind that you are a salesman; realize that you actually have something to sell.

If a bookkeeper or stenographer, you are selling your services; if selling stationery you are doubly a salesman.

First, you are selling the product of the house you represent, to the buying public.

Second, you are selling your own services to the house you represent.

It will be a blessed old day in the world of trade when everybody wakes up to the fact that he is a salesman; and that the price he gets for his goods, even though the goods be service, is potentially influenced by one of the same laws that so largely regulate the sale of merchandise: namely, that the price is very largely regulated by the quantity and quality of the goods delivered.

LITTLE SERVICE—LITTLE PAY.

"I'm not paid for doing that," never made good goods in the way of service.

"I'm earning my salary now, and I'll be blessed if I will do any more," never brought a raise.

The man who is always looking to see how little service he can render, never becomes a master salesman; and that's what every man in the commercial world

today should strive to be—a master salesman; for a master salesman is a master business-builder, and the master business-builder is the architect of a nation's commercial greatness.

Thus you see that those who dwell on the mental plane of doing as little as they can for their wages forget that the man who never does more than he is paid for, *is never paid for more than he does.*

Let this thought sink deep into your mind, if you strive for success in the commercial world, THE DOERS ARE THE MONEY MAKERS—become the CAPTAINS OF INDUSTRY, the MASTER MERCHANTS; but the "SHIRKERS" and the "WORK-DODGERS" are the "DOWN-AND-OUTS," the "MIGHT-HAVE-BEENS" that never were.

WHAT ARE YOU IN BUSINESS FOR? WHY ARE YOU WORKING?

We have seen that in final analysis everybody engaged in useful effort is a business-builder. He has a business of his own to build. To do that, he is selling something—service or something else.

This series of articles must be eminently practical from a business point of view. However, in a broader sense, this series of articles should appeal to all workers in the vast field of commerce, or—to change the figure—to those who have set sail upon the sea of commerce, since each one is sailing for or wants to sail for the same port—success.

Let us be real plain about it: We all want to achieve financial success. Of course real success includes more than that, but it does include financial success.

As the prime objet of human existence is the attainment of content—happiness—in the broad sense of that term, I have but little sympathy with those idealists who say that money has nothing to do with happiness. Personally I do not believe it is possible to be broke and happy at the same time. If you do, you are an exception to the rule.

To you, then, who are engaged in that particular branch of the world's commercial work known as the stationery business I ask these questions:

First, In what direction lies the harbor of financial success?

Second, What power propels your craft?

Third, What are your chart and compass?

Before you answer these somewhat abstruse questions, I want to ask you again, Mr. Employer, this question: What are you in business for?

Of you, Mr. Employee, I would enquire this: What are you working for?

Did I catch your answer correctly, and, written out, does it read "To make money"?

Let me ask each of you the same question in a little different way: What is the object of the existence of that commercial institution of which you are a part?

Is your answer the same as before? Did I hear you say, "To make money"?

If I have caught your answer correctly, then I want to say this:

You are not headed in the right direction for the harbor of financial success. Your motive power is not good. Your chart and compass are out of order. Your craft will not arrive at the desired destination, except the chance wind of favorable fortune should drift it there. You will not reach it by that kind of navigation.

Now, don't jump off your chair, nor tear your hair, nor swear; neither believe this "hot air." Be fair. Wait till I finish this thought.

If you want more pencils, what do you do?

Can you get the manufactured pencils by going directly after the real thing? Or are you obliged to think about the ingredients which brought together make a pencil and then really do something to bring them together?

You are obliged to get back to cause—the things, which combined, make the effect, the result—the pencil.

It is just so with this commercial success business—this financial affluence question.

Money doesn't "make" itself. It has to be "made."

And the necessary ingredients for making money may all be summed up in one word—"service."

Service—the open sesame of the gates of success.

Service—the bugle call of high endeavor. It is the most potent word to my mind that man has ever coined—service. Study what it means, and you will think so, too.

Certain ingredients are cause; the pencil is effect. Service is cause. Money is effect.

Correctly combine large quantities of the right kind of ingredients together and you get many pencils.

Mix enough of the right kind of deeds (the things you do), and the right kind of words (the things you say), and you then render great service, and the natural result is—more profit to you.

The profit you make is the pay you get for the service you render.

Are you aware of the fact that ninety-five per cent. of those who set sail on the sea of commerce fail to reach the port of financial success?

Startling—but true. Why?

There's a reason.

There is always a reason why this man wins, and that man fails.

Ask the next one hundred persons you meet the question, "What are you in business for?" You will get the answer, "to make money" from at least ninety-five per cent. of them.

That's the reason for their failure.

When ninety-five out of every hundred can knowingly and understandingly say, "I am in business, or I am working to render service;" when they can say that

(Continued on page 24.)

## ON THE PACIFIC

**Midsummer Trade Conditions Prevail—The Jobbers and Manufacturers Getting Ready for a Good Fall Business.**

(From Our Regular Correspondent.)

SAN FRANCISCO, Cal., July 1.—The San Francisco stationery trade is moving along in the usual mid-summer fashion. No great amount of business is being done, but the forces in most of the stores are somewhat reduced owing to the mid-summer vacations, and the salesmen who are left find enough to do to occupy their time. The larger houses are getting ready for a good fall business and most of the manufacturers' representatives are doing the same.

McNutt-Kahn & Co., of Market street, stationers, are now introducing their new California loose leaf ledger outfits. These are attractively made up with corduroy binding. The company will care for the local distributing trade and will establish an agency in other parts of the coast. The Portland office of the Bailey Specialty Company of this city will handle the line at Portland, Ore.

Edward H. Mitchell, the post card publisher, is now mailing to the trade his Supplement No. 2 to his post card catalogue which was issued some time ago. Mr. Mitchell has just completed a set of new subjects in flower cards and is sending out samples on request. He reports that the factory is very busy filling orders for summer resorts, having something like 4,000 subjects covering various resorts on the coast.

### HAWAIIAN BUYERS IN TOWN.

A number of buyers have been in town from Hawaii and other Pacific islands. Most of these will visit the East before returning to their homes. Among those reported during the last week or two are: Thomas Church, representing Alexander & Baldwin, of Honolulu; Jas. Gill, representing E. O. Hall & Sons, Honolulu; E. F. Nichols, of the Hilo Mercantile Company, of Hilo, and J. J. Muth, a large merchandise dealer of Papeete.

The Cardinell-Vincent Company, San Francisco jobbers, representing a number of Eastern lines, including the Conklin fountain pens and the Hawks-Jackson thumb tacks, has just bought out the business of Bachrach & Co., handlers of advertising novelties. The Cardinell-Vincent company is also one of the largest distributors of post cards on the coast, and is a prominent handler in other lines.

Paul Divvers, traveling representative of Mittag & Volger, who has been spending some weeks in California, has now left for the North, where he will visit the trade in Oregon and Washington.

Sanborn-Vale & Co., wholesale and retail stationers of this city, are now going

more extensively into the brass and glass line than heretofore. For several years they have handled a considerable amount of art brass, but their line will be more extensive this year than ever before. They will put in a large stock of cut glass for the stationery trade, this being an entirely new departure.

Manager Victor, of the San Francisco office of Yawman & Erbe, has returned to San Francisco after three weeks spent in Los Angeles and other points in southern California. H. L. Smith, of the local Yawman & Erbe depot, is now on his way to the East, where he will visit the main office and factory.

E. H. Dearing, representative of the Carter's Ink Company on this coast, left San Francisco a few days ago for a tour of the Pacific Northwest and Rocky Mountain States. He will go as far North as Vancouver and as far East as Denver, and will be away about two months.

H. R. Bodge, a stationer of Healdsburg, Cal., has moved into new quarters in the same town. He says that he now has plenty of room, more light and a better chance to display and dispose of his goods.

Postmaster Connors, of Amador City, Cal., who is also the agent for the Wells-Fargo Company at that point, has bought out the only stationery and drug store in the town.

The H. S. Crocker Company, the Whitaker & Ray-Wiggins Company and C. F. Weber & Co. have been awarded extensive contracts for the San Francisco school department.

J. Macauley, traveling representative of the Carter's Ink Company, who recently arrived in San Francisco from the Orient, has gone East to the Boston office, where he will get things in shape for another trip to Asia.

Lipman Wolf & Co., department store people of Portland, Ore., have awarded a contract for a new building to cost \$750,000. The new store will be occupied exclusively by the company, which will have one of the finest store buildings in the West. The stationery, art and book department will be well represented in the new building.

Raphael Weill, president of Raphiel Weill & Co., proprietors of the White House in San Francisco, is now on his way to Europe. This store has one of the largest book departments in San Francisco and also carries a large assortment of high-class stationery, as well as the largest toy department in the city.

F. J. Berry, of the Coast Typewriter Supply Company, of San Francisco, is now visiting Eastern factories. C. W. Martin, of the same company, is traveling in Oregon and Washington in the interest of the Kee-Lox goods.

F. C. Alward, representing the Ribbon & Carbon Company, of North America, San Francisco, Cal., has just returned from a

trip covering Seattle, Portland and Vancouver, where he did business with the company's line of carbon and the Leitz filing devices, which the company represents on the coast.

### LOS ANGELES NEWS COMPANY INCORPORATED.

The Los Angeles News Company has been incorporated at Los Angeles, Cal., with a capital stock of \$50,000. The incorporators are S. W. Johnson, J. A. Marsh, G. E. Thorndike, E. Bauer and J. B. Sheriden. Mr. Sheriden is manager of the San Francisco News Company.

The Gem Bazaar, Riverside, Cal., which is now moving into new quarters, will hereafter specialize on commercial stationery, giving the variety end of the business a subordinate place.

Extensive contracts for the furnishings of the new University of California Library have just been completed. The contracts include one to Wentworth & Boyce, representing the Library Bureau, for \$74,000, and one to J. S. Forbes & Sons, of San Francisco, for \$41,000. ALLEN.

### Hot Weather Fiction in Demand

The business of publishing and selling books has always been lighter in the summer months than in the fall and winter, says The Bookseller, Newsdealer and Stationer. Undoubtedly fewer books are printed and fewer are sold. It is the vacation season, when people—those who can—spend a few weeks in the quiet of the country or seek the resorts of mountain or seaside for their annual rest and recuperation.

While this is true, it does not follow that the stay-at-homes and even the vacationists do not read. As a matter of fact, the idea, grown more and more prevalent in recent years, that it is useless to try to sell books in the summer, has no foundation except in the imagination.

Experience shows that there is always a good demand in summer for really good fiction. The fact that fewer novels are published helps the sale of those that are published. There are half a dozen novels that are now selling splendidly and will continue to sell well through the summer and fall. We have, too, in mind a novel that ran through ten editions last summer, and for which there is a steady demand now.

There is certainly a trade to be had in the summer if the proper steps are taken to secure it. Booksellers are doing themselves an injustice as well as publishers and authors, if they have such implicit faith in the tradition and talk of a "dull season" as to think all effort useless.

The only way to get information is to ask questions—We have a Questions and Answers department.





Southworth Company  
Mittineague, Mass.

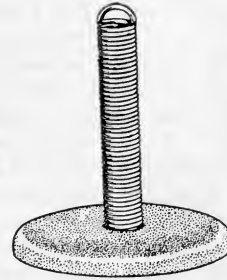
for Stationers and Printers which was never thought possible before. We refer to the "De Luxe" Watermarking Process—our own patent which gives to every one their own private watermarked high-grade paper at little over the cost of the paper. It has already proven itself a developer of new customers for many stationers. It will do the same for you. Write us for samples and prices. Remember the "De Luxe" Watermarking process enables you to order a minimum quantity of paper for your customer.

**SOUTHWORTH CO. MITTINEAGUE MASS.**  
*Makers of High Grade Papers*

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BUSINESS**

**MOORE MEMORANDUM  
FILE AND PAPER WEIGHT**

Neat and Attractive—Handy and Useful—Makes Your Desk Complete—No More Lost Papers



An Ideal  
Paper  
Weight

A Perfect  
Desk  
File

Every paper always in sight  
\$1.85 per dozen to dealers

Manufactured by  
**INDIANAPOLIS CALCIUM  
LIGHT & FILM CO.**

(Novelty Department)  
114-116 S. Capitol Ave. Indianapolis, Ind.

**DOUGHERTY'S PLAYING CARDS**



KNOWN FOR MORE THAN HALF A CENTURY  
**No. 130 MARGUERITES** **No. 9 TALLY-HO**

GOLD EDGES WHIST SIZE  
LINOID OR ENAMEL FINISH

**SOMETHING NEW**  
A Perfumed Card

Six floral back designs in natural colors.  
A valuable coupon in each pack

LINOID OR ENAMEL FINISH

The Best 25c. Card Made

Good Assortment of Designs



**A. DOUGHERTY, 139-141 Franklin St., NEW YORK**

Our Poinsetta Sprays are the Recognized Leaders

We make both five and ten cent sizes and a few to sell at twenty-five cents.

We make 150 other kinds of five and ten cent holiday goods.

The complete line is on display in New York and Chicago.

Write today for our new catalogue.



We invite correspondence from syndicate buyers and jobbers handling holiday goods. We have an excellent proposition to offer.

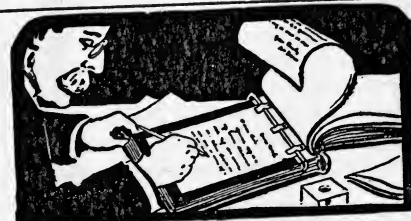
Our specialties are handled by the leading wholesale houses throughout the United States and Canada.

**BEISTLE & COMPANY**

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Shippensburg, Pa.

CHICAGO  
Oscar Leistner, Representative  
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**PEN CARBON  
BILL BOOKS**

No Press No Water No Brush  
Any Ink Any Pen Any Paper

Many of your customers would find  
**THIS BILL BOOK A REAL TIME SAVER,  
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.  
Write us today for price list and circular matter.

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278 Douglas Street,

Brooklyn, N. Y.

## PAPER KNOWLEDGE

What a Stationer Ought to Know About Paper—How Hand-Made Papers Are Made—Product Considered a Luxury.

(Continued from April 1 issue.)

Prior to just over one hundred years ago machine-made paper was an unknown commodity, the Fourdrinier, which was the first paper-making machine, being introduced in 1807. Now, however, hand-made paper is regarded as somewhat of a luxury, and forms but a very small percentage of the total amount of paper consumed annually. It must be by no means considered that hand-made-papers have died out, or that they are in the least likely to do so, for there is a well-sustained demand for them amongst high-class and well-established houses.

As to the actual production of hand-made papers, perhaps the most remarkable thing is the fact that they are made at the present time by practically the same procedure and identical methods, as they were hundreds of years ago. A brief description of the process as carried out at the foremost English mills may be of interest, and will at the same time explain the presence of certain inherent peculiarities in a sheet of the paper.

One of the most important factors in the production of high-grade paper is the water supply, and an examination of the situation and locality of hand-made mills up and down the country reveals the fact that they are all in possession of an unlimited quantity of pure and chemical free water. The importance of this cannot be overestimated, for practically everything depends upon it.

### THE RAW MATERIALS USED.

Cotton and linen rags and threads constitute the raw material, grading in quality according to whether old or new, white or colored, and the amount of impurity they contain. The rags are cut down to smaller pieces by women as a rule, although in some instances the rag-cutting engine is adopted. As a certain amount of sorting may be simultaneously performed by women cutters, the highest grades of make call for hand-cutting. In what is termed a willow duster, the cut rags are next dusted, torn, and thoroughly ridded from solid dirt. From this engine the partly shredded rags are transferred to a boiling kier, in which they are cleansed and still further shredded by regulated boiling and agitating with caustic soda. They are then partially washed and removed from the kier, after which they require to be wet-picked in order to still further remove solid impurity and foreign matter. Consequent upon this comes the washing and breaking process, accomplished in an oblong trough, provided with semi-circular ends and a partition running part way down the

center, dividing the trough lengthwise and forming a sort of channel, round which the rags and water can circulate. A roll, covered round its surface with bars or knives, helps to circulate the mass and at the same time gradually disintegrates it. Another roll covered with wire gauze removes the dirty water. Whilst in this hollander, the bleaching is performed and the rags are ultimately purified, whitened and reduced to a pulpy state. After this treatment the half stuff, as it is now termed, receives a further disintegration in a similar but more severe manner, in an engine resembling that used for breaking but adapted to the more stringent requirements. This process is termed beating, and by it the material is reduced to the state of fibre. Whilst here, the coloring of the pulp is accomplished, the dyestuff for account book papers being smalts. This is the finest coloring matter available and accounts for the wonderful permanence of the shade of old blue laid hand-mades.

### SHEETS FORMED ONE AT A TIME.

After being beaten sufficiently the pulp is ready for conversion into sheets. Up to this point there is no essential difference between the manufacture of hand-made or machine-made paper. The mode of formation of the sheet of paper itself is totally different. In the one case a single sheet at a time is formed, whilst in the other an endless web is produced, which furthermore is oftentimes sized, dried and glazed in its passage through the machine. The making of a sheet of hand-made paper in its first stage requires the aid of a vatman and a coucher. The sheet is formed upon a mould of wire-cloth (wove or laid pattern as required), on which fits a removable frame called the deckle. By a dexterous movement the vatman dips his mould with deckle fitted into position, into the liquid pulp (which is maintained in an agitated state in a vat immediately in front of the workman) and picks as an even film sufficient pulp or fibre to form a sheet of known weight. Some of the pulp manages to find its way slightly along the mould under the deckle, hence the formation of a set of rough edges and the origin of the term deckled edge.

### GREAT SKILL NEEDED.

Very great skill is necessary to form a perfect sheet; firstly, the angle at which the mould is dipped plays an important part, then again although the vatman continuously dips his hands and arms in the liquid, the slightest drip upon the film of pulp ruins the sheet. Again, a divergence from the set amount of pulp to be picked up (although this depends entirely upon experience alone and has no mechanical aid) creates a sheet of lighter or heavier weight, which is afterwards rejected. The slightest touch upon the surface of the web or moist pulp disfigures the sheet permanently, whilst if every sheet be not formed

under precisely the same action, a difference in texture is caused which results also in rejects. Numberless other difficulties arise, all tending to the increased production of bad sheets, hence the necessity for the present constitution of mill reams, containing as they do, 432 sheets (18 quires) good and 20 sheets at the top and bottom, which are outsides or bad. Of course, if a customer requires all good sheets he may obtain the same by purchasing what is known as an insides ream, containing 480 sheets all good.

To return, however, to the making of the sheet; the vatman, on lifting up the mould of pulp, allows the water to drip away, a vacuum at first being created which performs a similar function to the vacuum boxes upon a paper-making machine. At the same time a peculiar shake is given to the mould by means of which, intertwining or felting of the fibres is effected and strength imparted to the sheet. Here we may observe that practically even strength may be conferred by even shaking in each direction; machine papers on the other hand can only receive a shake across the web, or width way of the machine, which results in an increased strength in the finished paper, about 25 per cent. crossway from length, the latter direction being strongest.

### SQUEEZING OUT THE WATER.

After the fibres are felted and the surplus water has departed, the deckle is removed from the mould as the latter is slid along to the coucher, who turns it over and deposits the sheet from the wire on to a felt. In the meantime the vatman is engaged in the formation of another sheet. The coucher places a felt upon each sheet of waterleaf and proceeds until he has formed a pile of alternate sheets and felts. This pile is then subjected to powerful hydraulic pressure, by which means the water is removed, following which the pile is taken out and the felts removed. With most surprising tenacity the moist sheets adhere to the felts, the peculiar structure of the felt aided by the enormous pressure being responsible for this. Here the question of hairs on hand-made paper comes in, an occasional cause of complaint. It is most remarkable indeed that hand-made sheets are so free from hairs as they are, considering the tendency of the sheets to stick to the hairy felts. A careful peeling off of the sheet is essential; in fact it is the only way possible to remove it. In the mills every precaution is taken to prevent hairs getting on to the sheets; the felts are cleansed thoroughly every day, constantly renewed, and in every way specially tended. No efficient substitute is known, for there are certain qualities and characteristics essential to the process which no material but felt happens to possess. The sheets of paper alone are next pressed to help remove the felt marks and still further aid

(Continued on page 28.)



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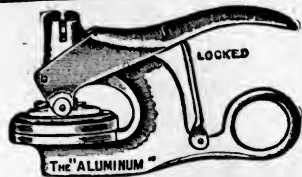


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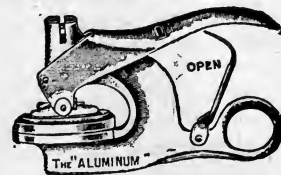
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Patented October 11, 1911



Registered U. S. Patent Office

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## COLLECTIONS

The Legal Status of Associations' Collection Agencies—What Members of Them Can and Can Not Do In Concert.

BY ELTON J. BUCKLEY.

Copyright, 1909.

Owing to the rapid increase in the number of merchants' associations which maintain a collection bureau, it seems timely that I should discuss the extent to which such associations can legally go in the collection of debts. In probably the majority of cases the methods of such associations are at least in part illegal. In some of the cases brought to my attention they are grossly illegal. That they have not gotten into serious difficulties is simply due to the fact that nobody has seen fit to attack them.

In the main, the collection departments of mercantile associations work in the same way. A brief outline of the plan is as follows: A member who has a delinquent customer will certify his name to the association as "slow" or "bad pay." The association sends the name, with that bar sinister against it, to the other members, who are supposed to refuse credit until the original bill is paid. Or a merchant who is applied to for credit will ask the association for information as to the debtor, much as the subscriber to a mercantile agency will ask for a report upon a would-be customer. The information is supplied by the association, if it has it, and the member acts accordingly.

Prior to the stage when a given customer becomes delinquent, the member whose creditor he is has usually endeavored to collect his debt through a series of letters, all of which, in the usual case, threaten the debtor to send his name to the association if the debt is not paid.

### ILLEGALITY IN TONE OF LETTERS.

It is in the tone of the letters, and in the use made of the debtor's name among the members, that the illegality of the plan usually lies.

To begin with, it is perfectly legal for a merchant's association to maintain a bureau for the collection of debts, and for the dissemination among its members of information regarding the financial status of persons who may become customers. The courts have laid down as a fundamental principle that "information as to the standing of individuals can properly be furnished by a mercantile agency to its clients or customers, and such information is not actionable unless it is false, defamatory or injurious in itself." Under this principle a Minnesota's court held not long ago that a debtor whose name had been certified as "slow" had no action against the merchant who so certified it, there being evidence that the statement was true.

There are a great many cases to the same point, viz., that a report that a debtor is bad pay, or poor pay, or untrustworthy, is privileged when made in confidence and in good faith to subscribers who have interest in the information communicated. It is vital, however, that there can be no general public circulation of such information, even though it is true. It must first be true, and second, be confidentially circulated among persons who have or may in future have interest in it.

### A SAMPLE ILLEGAL LETTER.

All letters by the member of an association to debtors, that if he does not pay, his name will be sent to the association as a delinquent and that such name will then be sent to all other members, who will then refuse the debtor credit until he pays, are illegal. It would be illegal for an association to do the thing that is here threatened, and by the same token it is illegal to threaten it. I present here a sample letter of this character. It was in use up to a few weeks ago by a merchant's association in a Pennsylvania town:

Dear Sir:—Since you have paid no attention to the bill of \_\_\_\_\_ which we hold against you, about which we have written you several times, it is our duty to inform you of what we propose to do in the matter. As you know, the retail merchants of \_\_\_\_\_ conduct a collection bureau. All of the members send to it the names of their customers who do not pay their bills. You have now put yourself in that class, and we shall therefore certify your name to the association at once. The association will immediately send the name to all of its members, who will refuse to sell you goods on credit until our bill is paid. We regret that we find it necessary to take this step, but your course has made it necessary.

Respectfully yours, \* \* \*

Few letters go as far as this in the direction of illegality, nevertheless a very large percentage of them have made the same threat somewhat modified. The weapon, as a matter of fact, is too potent to ignore, and this is what leads into danger.

It is perfectly proper, in such a letter, to state that the writer is a member of the local association, which maintains a credit and collection bureau, and that in case the debt is not paid the debtor's name will be sent in. It is also unobjectionable to say that it will be kept on file for the information of other members. All this it is legal to do, and therefore legal to threaten to do. But further than that it is not safe to go.

I have known of merchants' associations that have actually carried out this threat. A member would send in the name of some debtor who failed to pay a bill, and straightway the association, without waiting for the information to be asked for, sent it to all the members with a black mark against it. Each member thereupon

refused to sell the debtor on credit. Almost never does a debtor who actually owes an undisputed bill have the courage to defend himself against such attacks, nevertheless if he did he would without doubt have an action in damages against the association and its members for conspiracy. It is frequently true that a man may legally do alone and not in concert with others, an act which he may not do in any other way. Had the debtor in question applied to another member for credit, and had such member asked the association for information, which information inspired him to refuse credit, he would have been wholly within his rights. And had the debtor then gone from member to member, each of whom in turn asked for information and as the result of it refused the credit, all would have been acting with perfect legality and so would the association.

### THERE MUST BE NO AGREEMENT TO REFUSE CREDIT.

The difference lies here: Each member, acting upon his own judgment, has the right to refuse credit to a person whom he is reliably informed is not worthy of it. But the members, acting in concert, have not the right to refuse credit under an agreement to do so. There must be no agreement, but as a matter of fact, there need be none, for if the members will properly use the association the same result—the smoking out of the debtor—can be just as effectually reached in a legal way.

Most of the litigation which has resulted from the certifying of a debtor's name as bad among the members of an association has arisen in cases where the unpaid bill was disputed. To certify as a bad debtor a man who in good faith disputes it is absolutely without justification, and the merchant who does such a thing is liable to find himself in serious trouble.

### Old Glory in Writing Paper

In one of the large windows of the store of H. C. F. Koch & Co., on 125th street, New York, is displayed a large reproduction of the Stars and Stripes made entirely of papers from the lines of Geo. B. Hurd & Co.

The flag is made of small rolls. The stripes are Hurd's Royal Red; the blue field for the stars is Hurd's Royal Blue, and the white stripes and stars are of a white paper. At the bottom is a sign printed in red, white and blue:

This Flag Was Made  
from

Hurd's Fine Writing Papers.

This window was much admired and favorably commented upon by all those who have seen it, and as Independence Day was so near at hand at the time it was first set up, such a display was singularly appropriate.

Subscribe for THE STATIONER—It pays.

**ARE YOU READY**

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Order your new subjects now. You can get the cards quickly from us and at the same time be certain that quality will be top-notch. **Try Our New Monotone Style.**

**500 for \$4.<sup>00</sup>; 1,000 for \$5.<sup>50</sup>**

Made from any Photo and delivered in from two to three weeks' time. There is life and snap to our cards. They stand out from the "ordinaries." Buy your View Post Cards from the house that makes most of the BEST ones seen in the Central and Western States. Prices right and SUPREME QUALITY at the PRICE.

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Manufacturers since 1898

**Crayons**

**"STAONAL"**

For Kindergarten, Marking and Checking.

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Hard Pressed for Pastel Effects.

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For General Color Work, Stenciling, Arts and Crafts.

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Dustless White and Colored Chalks.

Samples furnished upon application.

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**Mountain Mill Snowdrift**

A new idea in papers, made particularly for letter heads—Beautiful White, Soft, Mellow Surface; a relief from Harsh, Hard Surface Bonds.

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**MOUNTAIN MILL PAPER COMPANY**

**LEE, MASS.**

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The C. P. Lesh Paper Co., Indianapolis, Ind.  
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1912  
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## PERSONALS

Geo. A. Olney, of the Irving-Pitt Mfg. Co., of Kansas City, Mo., is now enjoying a brief rest from road work, being registered "At Home," 163 Herkimer street, Brooklyn, N. Y. Unless a strong fit of Wanderlust strikes him meantime "Uncle" will sit in his cellar until August 1st, at least, and read the reports sent him in regard to the sidewalk egg-frying contests now being held throughout the country.

"Tommy" McCrum, traveling representative of A. L. Salomon & Co., of 345 Broadway, New York, has been in "off his beat" for a week. "Tommy" went out again Wednesday night and by this time is sending in orders for school supplies and novelties which are the "stock in trade" of his concern.

George W. Grimes, president of the Grimes-Stassforth Stationery Co., accompanied by his son, of Los Angeles, Cal., stopped over a day at Chicago on Thursday of last week, as the guests of William Rodiger, and visited the Glen View Golf Club, where both father and son were initiated into the game. "Father" Grimes was a star performer for the first appearance on the course, and it is predicted that Mr. Grimes will take some interest in the game after this.

Hampden Hoge, of the Hoge Manufacturing Co., 108 Fulton street, New York, has sold his interest in the company to others connected with the concern. Mr. Hoge is one of the incorporators of the Bigelow Binder Co., who will manufacture the "Big Ben" binder, which is illustrated elsewhere in this issue of THE STATIONER, and to that extent at least he will continue to be connected with the trade. Mr. Hoge has been identified with the stationery trade for many years, and his extremely pleasing personality has made for him many friends and acquaintances, all of whom will be glad to know that he is not going to quit Old New York just yet. Mr. Hoge is at present located at Room 210, 108 Fulton street, New York.

Edwin I. Baer, of the celebrated Canton (Ohio) family of Baers, was in New York for a brief stay last week. Despite the heat Mr. Baer looked cool and well, contented with things as they are. His card, which is covered all over with pictures of bears, has a nice cooling effect, especially as Mr. Baer explains that these are polar bears and are represented walking on ice.

## PAPER KNOWLEDGE

(Continued from page 24.)

in the maturing, after which the drying of the sheets is performed. This operation is conducted in special lofts kept at a regulated temperature. The sheets are hung in batches over cowhair ropes.

## HOW THE SIZING IS DONE.

For a considerable time the sheets are allowed to hang, during which they are changed about somewhat to allow the inner sheets to be subjected to equal conditions with the outer ones. Considerable shrinkage occurs in the sheets during loft drying, resulting in a thoroughly-matured, well-formed and tenacious paper. Consequent upon the drying comes the sizing, performed by very slowly passing the sheets, fanned out behind each other, through a machine containing a long vat of gelatine under which the sheets are immersed. By this means the surfaces of the paper are rendered impervious to the absorption of writing fluid, whilst the sheet is hardened up considerably. Another loft drying follows, after the completion of which the sheets are ready for plate glazing, which consists in placing the sheet of paper between two sheets of copper (polished) and passing a pile of such backwards and forwards under the pressure of a powerful steel roll. The sheets and plates are continually changed about to ensure perfect regularity of finish in all parts.

After sorting and throwing out defective sheets, the reams are counted up and packed ready for despatch.—HARRY A. MADDOX, in The Stationery Trades Journal.

## Paper Bags for Cooking

Paper-bag cooking has opened up an entirely new channel of trade for stationers, says the Stationer, Printer and Fancy Trades Register of London, Eng. The stationer who does not stock cookery paper bags is missing money. We are informed by several big firms who are making the bags that they have more orders in hand than they can conveniently handle, and that the demand for the bags increases rather than diminishes day by day.

The Daily Express has been largely instrumental in "booming" the new method of cooking. By arrangement with Messrs. Lepard & Smiths, Ltd., the Express is presenting free samples of "Papakuk" bags to its readers, and thousands of applications are received every day.

The "Papakuk" bags are exclusively made by Messrs. Lepard & Smiths, Ltd., and the paper from which they are made has been subjected to a most careful analysis by Messrs. Clayton, Beadle & Stevens, and pronounced "perfectly pure and free from injurious chemicals." In packing the bags, nothing is used except white of egg and flour.

The above suggests the advisability of sending an inquiry to the Editor of the Paper Trade Journal as to the character of the paper used and the name of the mill, if any, making it in the United States.

**An Information Bringer**  
A. J. Warner, of James Buckley & Co., New Orleans, writes:

"Having a few stray moments I write you to show my appreciating of THE AMERICAN STATIONER.

"We figure that THE AMERICAN STATIONER costs us nothing, as it keeps us informed of the changes in price and new articles placed on the market by your progressive advertisers.

"I always find time to scan the advertising pages, and time and again they have proven very profitable. The clerks in our store watch for the arrival of the postman for the 'yellow back paper,' or, as I call it, 'the information bringer.' I feel that we could not do business without it."

## Thompson Smith Co.

263 Fifth Avenue  
Cor. 29th Street  
NEW YORK

Dainty and  
different

## Greeting Cards

in envelopes for

Xmas and All Seasons

Samples sent on request

Special for 1912

Valentine Cards	} \$3.00 per 100
Hurds Royal Red Stock	
St. Patrick Cards	
Hurds Royal Green Stock	

The kind we have made so popular

## WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

Answers can come in our care, and will be promptly forwarded without extra charge. All should be sent to the New York office, 150 Nassau Street.

Cash must accompany order.

**FIRST-CLASS CITY SALESMAN WANTED** with thorough knowledge of commercial stationery. Fine opportunity for the right man. State age and experience. Give references. Location Cincinnati. Address C. S., care American Stationer.

**EXPERIENCED TRAVELING SALESMAN WANTED**, familiar with bank and commercial printing and lithographing, office equipment and stationery. Good position to right party. M. S. & D. A. Byck Co., Savannah, Ga.

**WANTED**—A thorough experienced commercial stationery salesman for store, who is also experienced in office furniture, filing systems and loose leaf line. Good opportunity for the right man. M. S. & D. A. Byck Co., Savannah, Ga.

**SALESMEN WANTED**, calling on the stationery trade to handle our line of steel die embossed Christmas cards, folders and letters. The Educational Supply Co., Painesville, Ohio.



**HISTORY OF THE ENVELOPE**

**The Origin and Development of the Envelope Is an Interesting Bit of Trade History—First Machine in 1845.**

Among the many different uses to which paper is put, the manufacture of envelopes is not the least important. Some of the finest factories in the land, replete with the most wonderful machinery, exist for the purpose of transforming flat paper into—as Rowland Hill described them—“Those little bags called envelopes.” Their original inception was undoubtedly Parisian. The first mention of envelopes occurs in 1653, when M. de Valayer set up under royal patronage a private post in Paris, and boxes were placed at street corners for the reception of letters wrapped in postpaid envelopes.

The earliest use of the word in English was by Bishop Burnet in 1714. Lamb mentions them in 1825, and in “Harry Lorrequer,” published by Charles Lever in 1837, we find, “The waiter entered with a small note in an envelope.”

These early covers were probably crude enough as machine made envelopes were unknown until 1840, and the “lick of the gum” did not make its appearance till the succeeding year.

As a matter of fact the use of envelopes did not become at all general until about 1850. Many will remember before that date that a letter written only on one side was folded in two, then in three, sealed with

a wafer or sealing wax and addressed on one of the blank sides.

The evolution of the envelope has been gradual, but none the less certain. In its present form it has become a necessity to commerce as well as to the home.

In the old days a square piece of paper was used, the four corners were cut out with a chisel and folded one at a time with a thimble over the finger. In 1846 the question was asked, “What are envelopes?” Today that query would be rightly termed “colossal ignorance.”

Likewise, too, the days of the wafer and sealing wax—except for professional purposes—are past. Mechanical gumming is as near perfection as it is possible to be, while by the aid of modern machinery in 1911 mechanical folding can produce 100,000 per day.

Messrs. De La Rue & Co. were the first recognized English manufacturers of envelopes, a name which has identified itself with many most important advances in manufacture.

The first efficient envelope machine was devised by Edwin Hill in 1845.

From 1850 onwards mechanical aids in some form or other were introduced by the various manufacturing stationers, and all these improvements, while cheapening production, enabled them to meet the increasing demand, which, combined with increased postal facilities, has resulted in the establishment of a great industry.—The Stationery Trades Journal, London, Eng.

**The Binding of a Book**

“The binding is to the book what the book is to the subject matter, a clothing and protection. In the middle ages, when books were so few as to be a distinction, they were displayed sidewise, now edgewise, on the shelves, and their covers were often richly decorated, sometimes with costly gems. Even the wooden cover of the ancient Mexican book had gems set in its corners. Modern ornamentation is confined to tooling, blind and gilt, and inlaying. But some booklovers question whether any decoration really adds to the beauty of the finest leather. It should be remembered that the binding is not all on the outside. The visible cover is only the jacket of the real cover on which the integrity of the book depends. The sewing is the first element in time and importance. To be well bound, a book should lie open well, otherwise it is bound not for the reader, but only for the collector.”—H. L. Koopman in the *Printing Art*.

The most expensive help you can have is cheap help. Pay your help and expect results in proportion. You can't get something for nothing in help any more than you can in goods.

Send us in samples of your window show cards—Others would like to see them.



*Macey*

**This Name represents the highest development in the art of Filing Cabinet Manufacture**

Filing cabinets made in sections have now come into such general use that, as with Macey Sectional Bookcases, the principle needs no argument. The modern business office demands expandible equipment that will always harmonize with the original purchase. The most modern and the most adaptable filing devices ever produced are the Macey

*Inter-Inter*

Filing Cabinets. The name describes the basic idea—Interchangeable Interiors. This Inter-Inter Idea allows you to select and arrange a cabinet to suit your exact requirements—with all others your requirements must be modified to suit the cabinet. It's a system of interchangeable interior units comprising every modern filing device, and—a series of outside cabinets having open spaces to receive the units. Saves time, money, space and annoyance in any business office. Whether you are a professional man, manufacturer or retail merchant—the Macey Inter-Inter is the filing cabinet you need. Sold by dealers. New 120 page catalog number Y-4210 sent on request.

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GRAND RAPIDS, MICHIGAN




## CHICAGO SCORCHED!

Business a Secondary Consideration While the Heated Spell Is On—Brief Personal Mention of the Travelers.

Western Publication Office,  
431 South Dearborn Street,  
CHICAGO, July 3, 1911.

Scorching hot! That expresses the weather conditions for the past three days. This has had the effect of restricting business somewhat, but aside from this trade has been about up to the usual standard for the season of year. A movement was started to close stationery stores at one o'clock today to continue over the Fourth, but this was objected to by the majority of dealers, who declared that they were unable to grant the additional half-day for the reason that Saturday was a half-holiday and tomorrow the stores will be closed. This would restrict buying to this morning, and as most of the stores were busy, they hardly thought it would be fair to themselves or their clients to close this afternoon.

### SEEKING COOL SPOTS—NOT ORDERS.

If it continues as hot tomorrow as it is today celebrations will take the form of looking for cool spots, which are exceedingly hard to find in this section of the country at the present time. The weather man, however, gives some promise of relief, which, if realized, will be gratefully received.

B. D. Housel, who is with the System Department of the Yawman & Erbe Company, stopped off in Chicago for a few days last week on his way to Omaha.

L. G. Stevens, one of the genial members of the sales force of the Carter's Ink Company, with headquarters in Chicago, is spending a two week's vacation in Minocqua, Wis. Before leaving, with his usual impetuosity, Mr. Stevens promised his Chicago friends a liberal supply of fish, and they are inclined to hold him to his agreement, even if by doing so he is compelled to buy them at the nearest market. It is hoped, however, that he will be successful in his efforts to land a good quantity of fish, and thus avoid the strain which otherwise his pocketbook will be compelled to sustain in order to keep his word with his friends and avoid future trouble.

H. L. Smith, who is one of the representatives of the Yawman & Erbe Company in San Francisco, stopped off in Chicago on his way East to the Rochester factory.

Geo. W. Skeels, representing the Globe-Wernicke Company, Cincinnati, left last night for Cincinnati, where he will remain over the Fourth, and will then proceed to Lake Champlain, where he will spend his vacation.

Harry Murdoch, representing the Irving-Pitt Manufacturing Company, of Kansas City, has returned to Chicago from a trip to the Northwest, and will remain here over the Fourth.

J. T. Jemison, representing Henry C. Sherick, Cincinnati, has sent out cards to dealers announcing his arrival here July 8.

A. H. Childs, president of S. D. Childs & Co., has returned from a three weeks' vacation which he spent in Colorado. Mr. Childs is looking well, and says that he had a most enjoyable and beneficial time in the mountain state.

J. P. Rush, of the Chicago office of the Yawman & Erbe Company, was called to Rochester, N. Y., today, by a telegram announcing the death of his mother at her home in that city.

C. I. Van Zandt, of the Chicago office of the Carter's Ink Company, is in the city, for the purpose, as he states it, of getting acquainted with his family and of being in a city where he can spend the Fourth in a safe and sane manner. If the thermometer continues to mount as it is doing at this time, "V. Z." will wish he had concluded to spend it at some point where he could secure a reasonable amount of comfort along with the safe and sane.

Leonard Just, with S. D. Childs & Co., is away on his vacation, which he is spending in Wisconsin.

"Al." Williams, Chicago manager for Eberhard Faber, has been heard from again, and expects to return to his duties the end of this week. "Al." was reminded of his earthquake experience last week. Whether this little demonstration was gotten up in honor of the visit of Williams to the coast, or was caused by his arrival there will always, presumably, be a much mooted question.

THOMPSON.

## STORE SERVICE

(Continued from page 16.)

the customer will most likely want to possess.

In an article on store service in "Advertising Aid," a monthly brochure issued by a Chicago advertising agency, the writer gives some helpful suggestions on making this department a prominent feature of the store system. He says that no doubt the one feature of all those aids to success, that is most neglected by the smaller retail merchant, is service.

Service commences the moment a customer enters a store, telephones an order, or when an order is received by mail. Service consists in truthfulness, courtesy, capacity for taking pains and system.

Truthfulness embraces fair, honest dealings both in advertising the store and personal representations to customers. Its necessity ought to be apparent to every

merchant who has observed the success of others.

### NECESSITY OF COURTESY.

Too much stress cannot be laid on the necessity of courtesy as an attribute of sales service.

Courtesy is the surface method by which we know a lady or gentleman. The chief quality of a lady or gentleman is consideration for the feelings of others. If retail merchants would only study that consideration question more closely, as a business proposition, it would mean, in many cases, a handsome yearly addition to their income.

In one of the most successful retail stores known to the writer, where the proprietor is slowly amassing a fortune, every person entering the store is treated with the same consideration, no matter whether they be young or old, rich or poor—whether they drive up in buggy or in automobile. If a little girl comes into the store for a nickel's worth of pins, she is accorded just as much attention as a grand lady in need of furs. What is the result? That store has made boosters for itself out of half the community, for once the public visit it, they always go back, and they tell their friends.

It is not only necessary for a merchant to study courtesy himself, he must also insist on his clerks practicing it, whether they like it or not.

### SOME CLERKS IGNORANT OF COURTESY.

The weakest point in store courtesy lies in the absolute ignorance of the majority of clerks of what really constitutes it. This is especially the mistake of young women. The average young woman who goes behind a counter to sell goods gets the opinion that she is too good to wait on most of the people to whom she has to sell. And so she behaves like a fool. It should be impressed on those young people that if they are above selling goods the place for them is society, but that until they can take their place in those gilded planes the selling of goods requires scientific attention, and that includes courtesy.

A real lady or gentleman remains the same in any walk of life. A lady who has been born and brought up in a family of gentlefolks, for instance, does not forget the fact that she is a lady if she has to go into a store selling goods. Her new position only makes her the more respectful and courteous to every one with whom she comes into contact.

When I hear a man telling that he knows more about the business than the boss does, I feel like asking him why he isn't the boss, then.

If a man is known by the company he keeps, and if a good man keeps company with a bad man, is the good man bad because he's hooked up with the bad man, or is the bad man good because he trains with the good man? Or do you think the summer is hot enough?

SUMMER IS THE TIME FOR PUSHING SALES ON  
**PEN and PENCIL CLIPS**



They are a necessary adjunct to the shirt waist or negligee costume and no other makes the pen or pencil so secure as

**THE MODERN "B" PEN AND PENCIL CLIPS**



Made in three finishes, Nickel, Gilt and Gun Metal. Packed three dozen in easel box on display card. \$3.00 per gross to dealers. See that your stock is complete.

**THE HOGE MFG. CO., - - 106-8 Fulton Street, New York**  
Also "MODERN B" Thumb Tacks, Telephone Tablet, Etc.

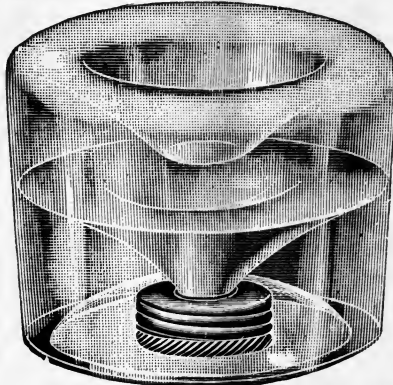
**THE NELSON CORPORATION**  
EXCLUSIVE MAKERS OF EVERY KIND  
AND STYLE OF LOOSE LEAF BINDING  
DEVICE FOR THE RETAIL TRADE.  
RULED AND PRINTED SHEETS FOR SAME  
443 WELLS ST., CHICAGO, ILL., U.S.A.

**HARTSHORN SHADE ROLLERS  
ARE NEVER DEAD STOCK**



Notice name on label and be sure you get the genuine  
**STEWART HARTSHORN CO.**  
Office and Main Factory, E. Newark, N. J.

NO RUBBER PARTS TO GET OUT OF ORDER



THE PARAGON SAFETY INKSTAND will not spill if upset; will not leak. To clean, unscrew the cap. The Paragon of Safety Inkwells.

**FRANK A. WEEKS MFG. CO., 93 JOHN ST., NEW YORK**



**ERASERS**

The Weber Noiseless and Dustless, Solid Felt Erasers,  
The Original Andrews Dustless.

Blackboards, Slated Cloth

**GLOBES**

Alpha Crayon, Other School Specialties

**WEBER COSTELLO CO.**

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Successors to School Supply Dept. of A. H. Andrews & Co., Chicago. Manufacturers for the Trade only.



*In White and Colors*

*Unexcelled for Blackboard*

Makes a Fine Soft Mark, Easy to Erase; Clean, Economical, free from Grit

*Packed in Gross, Half-Gross, and Quarter-Gross Lock Corner Wood Boxes, and in Assorted Packages*

Manufactured by

**THE STANDARD CRAYON MFG. COMPANY**  
DANVERS, MASS.



**Christmas Letters**

All steel engraved on heavy white vellum, and hand illuminated.

Boxed so the customer will be attracted by the design, and still prevents the stock being mauled on busy days.

The sample can be readily seen, as per illustration. The price is so moderate for the beautiful work that it will surprise you.

These goods won't stay long on any shelves, either yours or ours.

Let us send you a small assortment of eight different designs, twelve each, for \$7.00, Prepaid Express.

TRADE MARK





## Notes on New Books

### The Heir-at-Sea

An exceedingly well written story of the quieter sort, in which the shuffling of the matrimonial cards is attended by just enough uncertainty to keep interest keen, is "The Square Peg," by W. E. Norris (Brentano's, \$1.50). It has a very good comedy theme—a young etcher abandons the career in which he has been contentedly working out his financial and artistic salvation, to take up the duties of heir-prospective to a Devonshire estate. In trying to adapt himself to the sphere of country gentleman he discovers his own salient angles and the rigid limits of the hole, and realizes the impossibility of ever making them conform.

This theme is developed with an agreeable absence of partisanship. If the result is a bit old-fashioned in tone and method, it is certainly none the worse for that. Contemporary types among the landed gentry, its style of living and thinking, and its affiliations with London society are treated with a kind of humorous justice that your novelist with an ultra-modern purpose never attains. Characters are brushed in with a light, sure touch, each with the precise degree of elaboration required by his relative prominence in the picture. One point in which Mr. Norris is especially old-fashioned—and at the same time defensible by very elegant precedent—is in his handling of conversational passages, which are always pervaded by his own literary style, yet always manage to convey consistently the personality of the speakers.

### A Novel of Real People

Much reading of English and American novels forces one to the conclusion that even the ordinary—that is, the little heralded—English story republished in this country, is in at least one important respect, superior to any but the very infrequent best by American authors. The English novel, in its story and in its people, is soaked through with life; its people are flesh-and-blood men and women; its story, however insignificant, bears the stamp of reality. But the American novel, except in rare instances, has about as much connection with actual life, notwithstanding its frequent pretense of realism, as a beribboned poodle, washed and curled and scented, on a cushion at a window, has with the busy life of the streets upon which it looks.

One gets this feeling of reality with particular impressiveness in Oliver Onions's "The Exception" (Lane, \$1.50), the story of a woman who in her unguarded girlhood had made a reckless, rebellious, unthinking grasp at the secrets of life, had found them unsatisfactory, and had cast it all out of her own existence. She had thought that the individual, by so willing it, could be "the exception" to general laws. But after a few years experience teaches her many new things, not one of which had been dreamed of in the crude philosophy of her early girlhood. The story is quietly told, notwithstanding its many passages of intense emotion.

### And Caroline Came Back

A sugar-coated moral, dedicated "to the sweet girl graduate," is labeled "The Return of Caroline," by Florence Morse Kingsley (Funk & Wagnalls, 40 cents). Caroline returns from boarding school to the home farm near Mapledale and the uncongenial lot of Farmer Tate's daughter. The old cabinet organ gives place to a baby grand, and the neighbor boy sweetheart sits alone in the evening on his own front porch with his nose sadly out of joint, and Mrs. Tate wears herself to a frazzle tending Caroline's finery and "saving" Caroline's hands. Not till mother is down in bed and father needs extra help with the chores do Caroline and her rustic suitor reach a satisfactory understanding.

It may be questioned whether the boarding school graduate will have much appetite for this juvenile fare. Perhaps it will be read by her little sister.

### A Novel and a Warning

"If you are afraid of the naked truth and do not believe in the essential purity of nakedness you will not want this book." This is the warning of the publishers of Upton Sinclair's new book, "Love's Pilgrimage" (Mitchell Kennerley, \$1.35). In it Mr. Sinclair out-jungles "The Jungle" in his manner of treatment of subjects not usually found outside of medical works, and not in them flavored by fiction and made palatable by personality. He calls his hero "Thyrsis," who is a boy in the beginning, a dreamer-boy of good family, and his heroine he calls "Corydon," a girl who is of equal temperament with the boy. Theocritus gave us the original "Thyrsis" and "Corydon," two shepherds, both

men, and these two of Mr. Sinclair's thought they would live their lives together as men. As they grew older they learned a great many things which, no doubt, our own boys and girls and their parents before them should know, and yet things which neither Mr. Sinclair nor any other writer should attempt to teach in a work of fiction for the general public. No sensible man or woman in these days of broader education will deny that more knowledge is needed, but none will say that it is to be taught through the pages of a novel, whatever the experience of the writer has been. Unquestionably the book contains much truth, much information worth knowing, but it will not be read by most readers on that account. Why they will read it may be left to them to say.

### Gold in a Bawbee

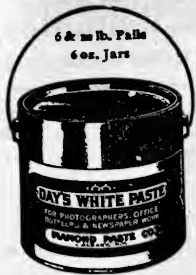
Another hero who labors under unmerited reproach and is loved the better for it is "Bawbee Jock." In the book of that name by Amy McLaren (G. P. Putnam's Sons, \$1.35) a modern Scottish chief is represented warring with debt and disgrace. It was the resolute effort to square the dishonorable account of a brother who had "bolted" that won John Murdoch Mackenzie his reputation for parsimony and his contemptuous nickname.

The Angela who descends from affluence to share his low estate is the most old-fashioned heroine we have met for many a long day. She has a little way—engaging, perhaps, but altogether obsolete—of spraining her ankle and being carried home in a faint. She twines herself around Bawbee's stout heart and plays at poverty to win him, confessing her wealth with contrition only after she has borne him a son and heir. Other characters are rather more up to date in their mannerisms, but they count but little, the emotional see-saw of tender impulses between Angela and Jock occupying most of the pages of a fairly thick volume.

### A Backwoods Heroine

The education of the beautiful backwoods girl by the stricken but ever chivalrous refugee from civilization is the not unfamiliar theme of Harriet Comstock's novel, "Joyce of the North Woods" (Doubleday, Page & Co., New York, \$1.20).

John Gaston, who has heroically "served time" for a crime that was not wholly his, and thereby lost the woman he loved to his partner in guilt (his brother, by the way), is discovered nursing his bruised spirit back to health in a small and utterly stagnant lumber town remote in the north woods. Joyce, native daughter of the wilds, rouses his interest



# The reason that Consumers always come back for *more* of **Day's White Paste**

is that they find that it is always smooth and even; that it will not smear, does not mould or sour; and that it does not crystallize. It is pure white, perfectly neutral and cannot soil anything it may be used on.

## **A PERFECT PASTE FOR ALL PASTE USES**

Day's White Paste has been advertised so extensively by the manufacturer, and the article has proven so satisfactory to the consumer, it has created a demand that grows with every year.

Write for Dealer' Prices on Full Line

Put up in Full-Size, Full-Weight containers. In 6 lb. and 12 lb. pails, the most economical paste on the market.

Our prices to dealers will interest you. Write for them.

**DIAMOND PASTE CO., 72 HAMILTON ST., ALBANY, N. Y.**



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In order to commemorate this event

## A. W. FABER

is placing on the market exceptionally high grade

## "JUBILEE" Lead and Copying Pencils

Packed in colored lithographed metal boxes at very low prices. Have you a stock of this new and unusual line on hand?

WRITE FOR SAMPLES AND PRICES

### A. W. FABER

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OLDEST AND LARGEST LEAD PENCIL FACTORIES

**BRIGHTEN UP** Your Stationery in the OFFICE, BANK, SCHOOL or HOME by using WASHBURNE'S PATENT PAPER FASTENERS.

75,000,000 SOLD the past YEAR should convince YOU of their SUPERIORITY.

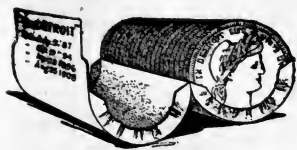
Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100. Handsome. Compact. Strong. No Slipping. NEVER! All stationers. Send 10c for sample box of 50, assorted sizes. Illustrated booklet free. The O. K. Mfg. Co., Syracuse, N. Y.

**Franklin Paper Co.,** } **Manufacturers of**  
**HOLYOKE, MASS.** } **INDEX BRISTOLS, WHITE BRISTOL BLANKS, Etc.**

**MANN'S COPYING BOOKS AND PAPER**  
 Established Lines to Meet Every Requirement  
 Exclusive Agencies Will Be Established  
**WILLIAM MANN COMPANY, Manufacturers**  
**PHILADELPHIA**

**Mr. Stationery Dealer Don't Miss Your Share**



of this trade. We will help you get it by furnishing you imprinted advertising matter of our products FREE

Write us to-day.

**The Detroit Coin Wrapper Co.**  
Detroit, Mich. Toronto, Ont.

## If it's Anything in the Line of Paper for Stationer or Printer

### WE HAVE IT

## CARTER, RICE & CO., Corporation

BOSTON, MASS.

# UNION ENVELOPE COMPANY

## Makers of DUPLEX AND CHURCH COLLECTION ENVELOPES

Makers of All Kinds of Envelopes  
RICHMOND, VA.

LET US SUBMIT QUOTATIONS.

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All Advertisers are entitled to one insertion under proper heading. Extra insertions, \$5.00 Per Annum. Extra Headings, \$10.00.

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Miller Bros. Cutlery Co., 309 Broadway, New York ..... 7		



by her beauty and receptive intelligence. He unselfishly resigns her, against her will, to her village lover, an incipient criminal; from whose brutality he is later forced to offer her a refuge. The purity of their relations, the undeserved stigma of public scorn, the mutual renunciations and the happy restoration to reputation and lawful love by the opportune demise of the villainous husband—all these matters are set forth in their natural sequence without the slightest violation of propriety.

Incidentally, two other masculine "discards" are taken care of in this wilderness sanitarium of souls—a handsome inebriate, prodigal son of a Pacific Coast mining magnate, and a consumptive clergyman, whose cases are taken in hand, respectively by the clergyman's sister, trained to rescue work in "settlement" life, and John Gaston's faithless but innocent and happily widowed first love.

### A Tale of Old Holland

A historical novel of very solid construction and meritorious design is "I Will Maintain" (Dutton, \$1.50), by Marjorie Bowen. The historical material is drawn from the annals of seventeenth century Holland during those years when the United Provinces, under the pressure of French aggression, abandoned their republican ideals and rested their fortunes in the keeping of their hereditary Prince, William of Orange. From a youth spent under the surveillance of his political antagonists, to the assertion and vindication of his sovereign rights by the repulse of the Grand Monarch's invading army and the restitution of Dutch liberty, William's ascendancy is traced, and, by contrasting steps, the decline of the republican patriots, John and Cornelius De Witt, from supreme power to undeserved popular execration and ignominious death.

The author employs a rather stately but not unpleasant diction, as if she reverently sought to do justice to a national drama of great intrinsic nobility. She treats costumes and physiognomies with the scrupulous fidelity of the historical painter, and often succeeds better with dialogue than with scenes of violent action. Indeed, the dramatic intensity latent in all the episodes is rather rigidly repressed, perhaps in deference to the national temperament, until the final scenes, wherein, after the deliberate inundation of the foe-ridden country—a desperate remedy for a desperate disease—and after the martyrdom of the De Witts, the author dares to unveil horror in one moment of supreme significance, and brings us face to face, for one tragic instant, with the long-forgotten human anguish that must needs have gone into the making of those brutal and heroic days.

### The Hero of Trafalgar

An attractive phase of the life and character of Admiral Nelson, England's great naval hero, is pictured by M. Eyre Matcham in the "record of a Norfolk family" he presents in "The Nelsons of Burnham Thorpe." The record is made up from letters written by the admiral and his father, brothers, and sisters, and from notebooks found among the family papers. It shows that throughout his life Nelson was a most admirable son and brother, and that he was dearly loved by all the members of his family.

There are no exciting passages in the record; but its publication seems warranted because, in the words of the compiler, it "supplies a slight link between those works dealing with the public career of Admiral Nelson and the many sensational memoirs which have focused so much attention upon one phase only in the last years of his life, somewhat to the exclusion of the less obtrusive family circle and affections which influenced his character from the first and absorbed so much of his interest to the end." (John Lane Company, \$5.)

### LATEST PUBLICATIONS

#### History and Biography

"My Life, the Autobiography of Richard Wagner." 8vo. New York: Dodd, Mead & Co. Two volumes. \$8.50.

"A Short History of the United States Navy." By Capt. George R. Clark and others. 8vo. Philadelphia: J. B. Lippincott Co. \$3.

"William Scott Ament." By Henry D. Porter. 8vo. New York: Fleming H. Revell Co. \$1.50.

"The Life of Sir Joseph Banks." By Edward Smith. 8vo. New York: John Lane Co.

"John Ruskin: A Study in Personality." By Arthur Christopher Benson. 12mo. New York: G. P. Putnam's Sons.

"Tom L. Johnson, Mayor of Cleveland." By Carl Lorenz. 12mo. New York: A. S. Barnes Company. \$1.

#### Literature, Including Essays and Poetry

"Mark Twain's Letter to the California Pioneers." 12mo. Oakland: Dewitt & Snelling. Paper.

"Juana of Castile." By Mary Earle. 12mo. New York: John Lane Co. \$1.50.

"Aconian Echoes." By Martha A. Kidder. 12mo. Boston: Sherman, French & Co. \$1.25.

"Lyrics and Sonnets." By Louis How. 12mo. Boston: Sherman, French & Co. \$1.

"Adventures." By Fanny Hodges Newman. 12mo. Chula Vista, Cal.: Denrich Press.

"The Younger Quire." By Daffydowdilly. 12mo. New York: Modds Publishing Co.

#### Religion

"Non-Church-Going: Its Reasons and Remedies." Edited by W. Forbes Gray. 12mo. New York: Fleming H. Revell Co. \$1.

"Grow Old Along With Me." By James M. Campbell. 12mo. New York: Fleming H. Revell Co. \$1.25.

"New Thought: Its Lights and Shadows." By John Benjamin Anderson. 12mo. Sherman, French & Co. \$1.

"Two Responsive Services." By Stanton Coit. 12mo. London: West London Ethical Society.

#### Travel and Description

"Lines in My Life on Land and Sea." By J. W. Gambier. 8vo. New York: Charles Scribner's Sons.

"Siberia." By Samuel Turner. 12mo. New York: Charles Scribner's Sons.

"Pioneer Priests of North America, 1642-1710." By the Rev. T. J. Campbell. 8vo. New York: American Press. Vol. III., "Among the Algonquins."

"Some Old Time Meeting Houses of the Connecticut Valley." By Charles Albert Wright, minister of the Congregational Church in Chicopee Falls, Mass. 8vo.

#### Fiction

"Other Laws." By John Parkinson. 12mo. New York: John Lane Co. \$1.25.

"The Price." By Gertie De S. Wentworth-James. 12mo. New York: Mitchell Kennerley. \$1.35.

"The Lady in Mauve." By Albert J. Klinck. 12mo. Boston: Sherman, French & Co. \$1.

"Two Apaches of Paris." By Alice and Claude Askew. 12mo. New York: William Rickey & Co.

"Thorpe's Way." By Morley Roberts. 12mo. New York: The Century Company. \$1.20.

"The Story of Quamin." By May Harvey Drummond. 12mo. New York: G. P. Putnam's Sons.

"Capt. Black." By Max Pemberton. 12mo. New York: George H. Doran Company. \$1.20.

#### Miscellaneous

"The Unsearchable Riches." By Malcolm James McLeod. 12mo. New York: Fleming H. Revell Co. \$1.25.

"Books and How to Make the Most of Them." By James Hosmer Penniman. 12mo. Syracuse, N. Y.: C. W. Bardeen.

"Letters to a Ministerial Man." By a Man of the World. 12mo. Boston: The Pilgrim Press.

"Staples: Waltha Staples." Privately printed. Everett Hosmer Barney. Springfield, Mass.

"A Quarter Century of Moral Legislation." Edited by the Rev. Wilbur F. Crafts. 8vo. Washington, D. C. International Reform Bureau. \$1.

"Socialism and Individualism." By Sidney Webb, Bernard Shaw, Sidney Ball, and Sir Oliver Lodge. 12mo. New York: John Lane Co. 75 cents.

"Adult Class Study." By Irving F. Wood. 12mo. New York: The Pilgrim Press. 75 cents.

"Some Supposed Shakespeare Forgeries." By Ernest Law. 12mo. London: G. Bell & Sons.

"Public International Unions." By Paul S. Reinsch. 8vo. Boston: Ginn & Co. \$1.65.

"Publications of the Mississippi Historical Society." Edited by Franklin L. Riley. 8vo. University, Miss.: Printed for the society.

"Materials for Permanent Painting: A Manual for Manufacturers, Art Dealers, Artists, and Collectors." By Maximilian Boch. 12mo. New York: D. Van Nostrand Co. \$2.

"The Catholic Encyclopedia." Edited by Charles G. Herberman. 8vo. New York: Robert Appleton Co. 15 vols. Vol. XI.

"Exercises from Algebra for Secondary Schools." By Chas. Davison. 12mo. Cambridge: University Press.

"A Course of Practical Work in Agricultural Chemistry for Senior Students." By T. B. Wood. 12mo. Cambridge: University Press.

"Trees and Shrubs." Edited by Charles Sprague Sargent. 8vo. Boston: Houghton Mifflin Company. \$5.

"Half a Man: The Status of the Negro in New York." By Mary White Ovington. 12mo. New York: Longmans, Green & Co. \$1.

"Astoria." By Washington Irving. 12mo. New York: Thomas Y. Crowell Co.

"The Eglogues of Baptista Mantuanus." Edited by Wilfred P. Mustard. 12mo. Baltimore: John Hopkins Press.

"The Conquest of the Air: Aeronautics, Aviation, History, Theory, Practice." By Alphonse Berget. 8vo. New York: G. P. Putnam's Sons.

"The American Philosophy Pragmatism." By A. V. C. P. Huizinga. 12mo. Boston: Sherman, French & Co. 60 cents.

### BUILDING BUSINESS.

(Continued from page 21.)

honestly, meaning every word of it, then the statistics will be gloriously reversed—ninety-five per cent. will win. For ninety-five per cent. can win, if they will render the world the service that the world needs.

We must get back to the law of cause and effect in the world of business

Fire is cause, heat is effect. If I want heat, I build a fire.

Service is cause; money is effect.

If I want the heat of money, the warmth

of profit, the enjoyment of more pay, I must build a bigger fire of service.

So must you—you who read this. So must every man who would be a business-builder, and a money-maker.

No one can escape the law of cause and effect.


There are thousands of employees ruining their eyesight looking for more pay. They get so close to the log of "more money" that they can't lift it. If they would look for more ways to render greater

Think it over, and have your answer ready, and I will give you the answer that appeals to me as being the correct one in Talk No. 2, which will appear in THE AMERICAN STATIONER next month.


### CHASING THE GOOSE

In the diversity of the advertising of Waterman's Ideals, the manufacturers have just brought out a very bright and attractively printed lithographed display card in several colors, as inadequately illustrated in

**In Olden Times they chased a Goose to get a Pen  
BE UP TO DATE**



Get a **WATERMAN'S IDEAL**



and better service they would soon make a lever that would lift the log.

There are thousands of corporations (composite salesmen) who also are looking longingly for dividends to increase. They are so close to their business that they can't see it.

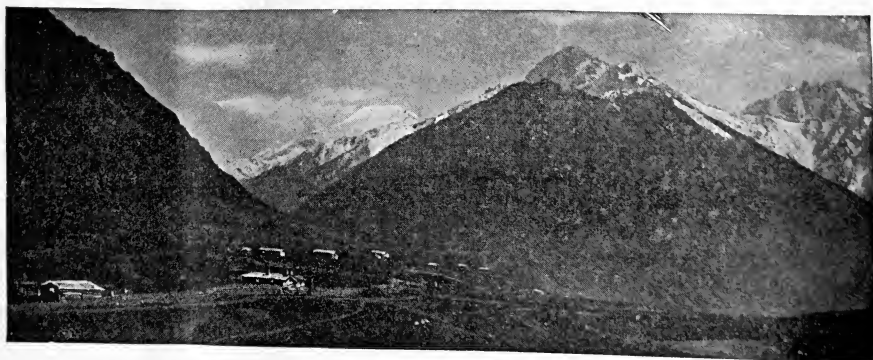
Quit worrying about dividends, and become more active in the use of your constructive imagination, figuring out ways and means to solve the problem of rendering more prompt and more efficient service in every way, then the "more dividends" question will take care of itself.

There is one more question I want to ask

the accompanying design. This is a bright and airy card of pleasing and summery suggestion, and of characteristic and neat nature, which is frequently projected into the general publicity of the standard line of Waterman's Ideals. The L. E. Waterman Company is supplying these cards to its dealers wherever they can be used to advantage.

### Where Iridium Comes From

Shown herewith is a picture taken in the heights of the Ural Mountains on the scene of one of the well-known mines from whence is derived the highest grade of



ONE OF THE URAL MOUNTAINS WHERE IRIDIUM COMES FROM.

in this article—but it is a most important one. It is this:

Who are the salesmen in the world of commerce?

We have seen that in the broadest possible sense, everyone is a salesman, but we are narrowing the question right down to commerce in the technical sense of that term, when we ask, "Who are the real salesmen of the world?"

iridium, as used for the pointing of Waterman's Ideals. As is generally known, iridium, next to the diamond, is the hardest mineral in the world. It costs in the neighborhood of \$1,500 a pound.

Many a favorable impression made by the show window is nullified by the personal appearance of the salesman.—"Globe-Wernicke Doings."

**SUMMER POST CARDS.**

A line of seasonable cards that just at present is enjoying a very good sale is that in which the Summer Girl and her young man are seen in pleasing postures in hammock and swing. These cards have all the



summer atmosphere and are eagerly seized on by vacationists to send to their friends as representative of the good times they are having while away. The cards, being done in black and white, have all the appearance of private photographs and not post cards. They have pebbled effect mat



board borders and well done, being the products of one of the best post card manufacturers. They sell to the trade at 60 cents per 100. Orders for them should be addressed to the Post Card Department, American News Company, 9 Park place, New York.

**NEW PATENTS**

Messrs. Davis & Davis, Washington patent attorneys, report the grant, this week, of the following patents:

- 995,605.—Memorandum Slip Clip. A. J. Keck, St. Paul, Minn.  
 995,764.—Pencil Sharpener. A. Bertram, New York, N. Y.  
 996,010.—Hand Stamp. H. S. Folger, Chicago, Ill.  
 996,020.—Loose-Leaf Binder for Transfer Cases, Files, and the like. E. Jay, London, England.  
 996,141.—Envelope. G. S. Richey, Campbell, Mo.  
 996,359.—Drawing Instrument. L. K. Piggott, Puyallup, Mich.  
 996,496.—Note-book. W. J. Lundy, Chicago, Ill.  
 996,532.—Non-sifting Envelope. G. P. Spitko, Salt Lake City, Utah.

# A MONEY MAKER!

## For Every Stationer.

# THE AMERICAN STATIONER

BELOW ARE A FEW QUOTATIONS FROM HUNDREDS OF LETTERS FROM ALL OVER THE COUNTRY, WHICH COME UNSOLICITED FROM SUBSCRIBERS TESTIFYING TO THE GREAT VALUE OF THE STATIONER

**Must Have It**

The Caldwell-Sites Company, who recently opened another store in Bristol, Va.-Tenn., write from Roanoke: "Enclosed find check for \$4 to cover subscription to THE STATIONER for our Roanoke house, and also please enter subscription to Caldwell-Sites Company, Bristol, Va.-Tenn. THE STATIONER has been a very important factor in our business here, and we feel that we must have it in our new business."

**A Great Help**

Hunt and Fossel, S. en C., Mexico, D. F., write: "Your paper is a great help to us in keeping us informed of the changes in the stationery trade and the new articles which are produced and which may be profitable for us to handle in this country."

**It Increased His Profits**

Mr. M. E. Carlton, Flint, Mich.: "I took your journal last year, and I made more money that year than ever before. I take pleasure, therefore, in renewing my subscription."

**Never Begrudges the Money**

Diefendorf and Walters, Fort Plain, N. J., write: "Enclosed find our check for \$2.00, to renew subscription to AMERICAN STATIONER for another year. We never begrudge the money spent for your publication."

**Appreciates Its Usefulness**

E. J. Goldsmith, of Goldsmith Brothers, San Francisco, writes: "I enclose post office order for \$2 to pay subscription to THE AMERICAN STATIONER for one year. I always find matters of interest in it and appreciate its usefulness."

**Will Always Want It**

The Chico Book Store, Chico, Cal., writes: "We shall want THE AMERICAN STATIONER for another year, and for as many more as we may be in the stationery business."

**A Subscriber Since 1879**

Mr. S. Brett, of Muskogee, Oklahoma: "I commenced reading your Yellow Back Publication in 1879, and have been a continuous subscriber and reader of your publication ever since. Generally I am not given to reading yellow back literature, but I must say I enjoy yours. Enclosed find draft for \$2 for another year."

**Last to Be Dispensed With**

The Alpha Beta, New York City, write under date of November 6th, '08: "We have been retrenching all this year and cutting down expenses, but the last item on the list of things that could be dispensed with was THE AMERICAN STATIONER. Then it would be time to shut up shop."

**Gives Great Returns**

The Jacksonville, Florida, Book Store, in renewing subscription, writes: "We take great pleasure in renewing our subscription to THE STATIONER. We wish that all our expenses for advertising gave us the returns that THE STATIONER does. There is some one thing in every issue worth the price of a year's subscription. It affords us a great deal of pleasure to say that we could not get along without it."

**A Subscriber Thirty-five Years**

Mr. George W. Green, Newburgh, N. Y., in renewing his subscription, writes: "You see I am still at it sending you annually my check for \$2.00 for THE STATIONER. This must be about thirty-five years I have been doing this thing. Well, it pays and the paper is worth the money and more every time."

**Cannot Afford to Do Without It**

The Centralia Book, Stationery and Printing Company, of Centralia, Ill., writes: "We cannot afford to be without THE STATIONER, so enclose \$2.00 for another year's subscription."

**Helps to Success**

T. H. Dunstan, Missoula, Mont., writes: "I am just opening up again, and, of course, must have THE AMERICAN STATIONER to help me along to success. Enclosed please find \$2.00 for a year's subscription."

**Classed Among the Necessities**

E. H. Schanwecker, with A. W. McCloy Co., Pittsburg, Pa., writes in renewing subscription: "With me THE STATIONER is classed among the list of necessities and not among the luxuries."

**Can't Do Business Without It**

Shea, Smith & Co., one of the biggest manufacturing and wholesale stationers in the West, write: "We failed to receive a copy of the October 29 edition of your very valuable paper. Inasmuch as we feel that we cannot do business without it, we will be obliged if you will send us a duplicate copy."

**One Page Worth Several Years' Price**

The Mercantile Paper Company, Montgomery, Ala., in renewing their subscription, write: "We have never lapsed since we have become subscribers, as we find at times one page of your paper gives us more information than we pay for several years' subscription."

**Misses It Much**

J. T. Peacock, Seattle, Washington, says: "I miss THE STATIONER when it fails to arrive on time more than any other paper I read."

**Always on the Lookout for It**

The Hershberg Company, Atlanta, Ga., write: "It gives us great pleasure to renew our subscription with you, as we are always on the lookout for THE AMERICAN STATIONER."

**Ad. Brought Flood of Inquiries**

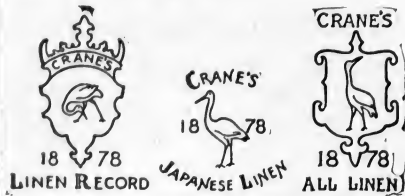
The Huntingdon Bank Book Company, Huntingdon, Pa., write: "The advertisement we put in THE AMERICAN STATIONER has brought us so many inquiries that we are unable to get out enough sample lines to meet the inquiries."

**Better With It**

James Q. Browne, Springfield, Mo., in renewing his subscription, writes: "I could get along without THE AMERICAN STATIONER, but I can get along better with it."



*Mills of* **CRANE BROS.,**  
Westfield, Mass.  
Manufacturers of  
LINEN PAPERS with the  
Famous Watermarks



# Year Books

This line of diaries has achieved popularity from coast to coast. Substantial, attractive, reasonable. Have you ordered a stock for 1912?

**B. W. HUEBSCH**  
225 Fifth avenue, - New York

# Year Books

**PROFIT IN EVERY PAGE**

There's profit in every page of **THE AMERICAN PRINTER**. It is a treasury of information, inspiration and education in typography, presswork, designing, photo engraving, book making, stationery, printing, lithography and printing-office methods. Every article in every issue is practical—every department is edited by a master in his line.

Generous reproductions of good printing, and critical studies of specimens sent in, add immensely to its value.

The employing printers, managers and pressmen who read **THE AMERICAN PRINTER** find their views broadened, their product bettered, their office and shop systems made more productive.

Read by the men before whom he must present his arguments if he is to make a sale, **THE AMERICAN PRINTER** presents to the advertiser a tremendous purchasing power. Manufacturers and distributors of printers' supplies find its advertising columns extremely productive of profitable business. It carries the advertising of the best firms in these lines—the advertisements printed in it carry weight.

Send 20 cents today for sample copy. Price per one year \$2.00.

OSWALD PUBLISHING COMPANY  
25 CITY HALL PLACE, NEW YORK

# HIGGINS' WHITE DRAWING INK



**Chas. M. Higgins & Co.**

Originators and Manufacturers

**INKS AND ADHESIVES**

New York --- Chicago --- London

Main Office, 271 Ninth Street, } **BROOKLYN, N. Y.**  
Factory, 240-244 Eighth Street, } **U. S. A.**

Is now ready for the market. It is a pure white ink, for pen lines or brush tints, and is waterproof when dry. Can be mixed with colored inks to make bright opaque tints. It will be useful in drafting and library work. Put up the same as our regular Drawing Inks.

This Package Represents

**THE BEST SELLING AND BEST MADE**

# Playing Card

IN THE WORLD

SEND FOR OUR NEW TUCKS

For Window Display and Office Directory of Patterns.

**The New York Consolidated Card Company**

222 to 228 W. 14th St., New York

# THE PHOTOMAILER

TRADE MARK

Patented June 26, 1900. Trade Mark registered. You all know the famous T. & N. Photomailer. As a device for mailing photographs it is unequalled, and the dealers find it a splendid staple. We now supply cabinets for shelf use, as well as the mailers. Particulars on request.



**The Thompson & Norris Co.**  
Concord and Prince Streets, **BROOKLYN, N. Y.**  
Boston, Mass.; Brookville, Ind.; Niagara Falls, Can.; London, Eng.; Jullich, Germany.